HUMAN INTERACTION IS THE NEW LUXURY.

5 leaders on what that means for your customers.

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In a world of abundant AI, human qualities like empathy become the scarce resource.

Satya Nadella
Chairman & CEO, Microsoft

For customer experience, scarcity only creates value when the customer actually feels that empathy at the moment they need it.



When machines perform empathy, we risk lowering what we expect from each other.

Sherry Turkle
Professor, MIT

For customer experience, customers learn to recognise scripted warmth, and once they do, they expect less from your people as well.



AI creates the most value when it augments people, and leaders shape that through how they design work.

Erik Brynjolfsson
Director, Stanford Digital Economy Lab

For customer experience, where a person sits in the journey is a design decision, made long before the customer arrives.



Removing all risk and friction from connection can flatten what makes it feel real.

Esther Perel
Psychotherapist & author

For customer experience, the extra effort someone makes in a service moment is often the part customers remember as care.



An activity can remain meaningful to people even when AI can do it better.

Dario Amodei
Co-founder & CEO, Anthropic

For customer experience, a patient who has already asked ChatGPT still needs a doctor to say "you're right, here's what we'll do."

OVER TO YOU

Where in your customer journey does a human still make the difference?

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FIXING CUSTOMER EXPERIENCE. DRIVING BUSINESS PERFORMANCE.