



# HUMAN VS DIGITAL

The balance between human interactions and digital touchpoints in customer experience



# THE STUDENT SPECTRUM

I can solve this problem, and I can reach my goal



I need help, I need a human to walk and talk me through it



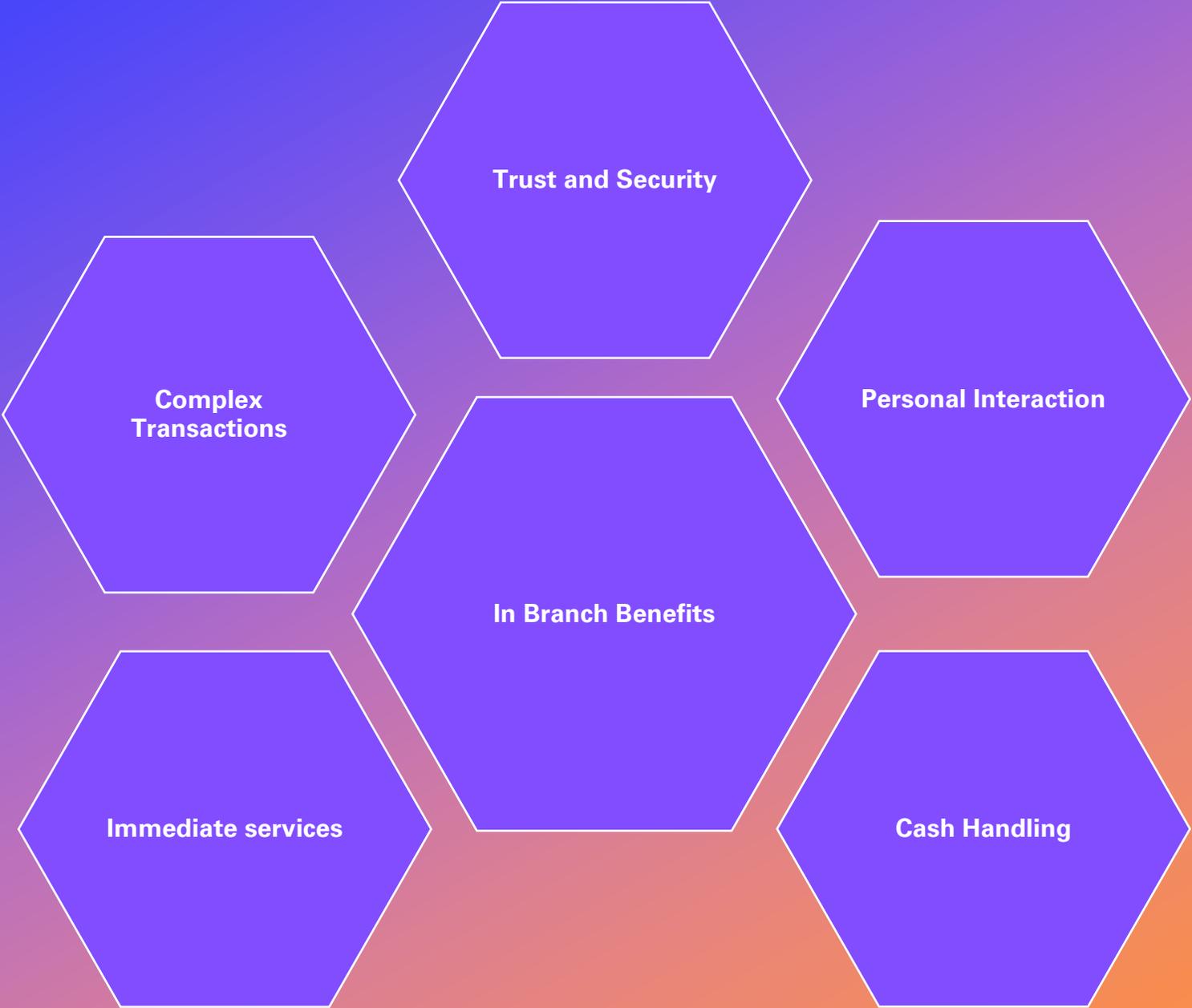
## THE CUSTOMER SPECTRUM

Complete , seamless automation



I need help, I need a human to walk and talk me through it





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# DIGITAL STRATEGY NEEDS TO BE..

Empathetic. Inclusive .Logical

How are they greeted?

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What do our customers complain about?

Do we have a rep?

Are any of our customers vulnerable?

Have we had a training on this?

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# DIGITAL INCLUSION

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  - Digital inclusion is defined as “equitable, meaningful, and safe access to use, lead, and design of digital technologies, services, and associated opportunities for everyone, everywhere”.
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# WHY DOES A HUMAN CENTRIC DIGITAL STRATEGY MATTER?

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# THE NEGATIVITY BIAS



# THE NEGATIVITY BIAS

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**The negativity bias** is our tendency not only to register negative stimuli more readily but also to dwell on these events.

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## There is no digital without human

- . The real value of a digital touchpoint comes from how efficient it is for the customer. Its success, for me is driven by:

- How it makes my user feel
- How effectively it takes them from A-B
- How quickly my user can get to a human if they need one

By embracing both empathetic customer inclusion and digital progression, we can ensure that no customer is left behind