



## The Better Bot vs. the Compassionate Service Professional

I would be a fool to bet against Mark Zuckerberg, but I certainly hope he is wrong!

Recently the Facebook founder and CEO predicted that in 10 years, artificial intelligence (AI) will be "generally better" than people doing customer service functions. In an interview for [theverge.com](http://theverge.com), Mr. Zuckerberg notes, "...the biggest thing that we're focused on with artificial intelligence is building computer services that have better perception than people."

Imagine a world where "BOTS" have better perception than people...Yikes!

Even if such a world comes to pass, it isn't here yet! Presently, our advantage over technology is our ability to emotionally connect with those we serve. While technology may reduce errors, automate manual processes, and enhance service speed, only humans can demonstrate "authentic caring" and "empathy" for the wants, needs, disappointments, excitement, and anger of others.

While Zuckerberg and his team are seeking to make a more perceptive robot, why don't we enhance our capacity and the ability of our teams to show that we "care about" the people we serve?

If we don't, we all may be replaced by more perceptive machines. For me that simply does not compute!

### Timeless Wisdom

*"You've got to start with the customer experience and work back toward the technology - not the other way around."*

- Steve Jobs

Watch



What Do We Want People to Feel?

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## From the Blog:

### Being a "Yes and" Person in a "No but" World

About 20 years ago I had a rather transformative experience while pursuing a hobby. I didn't suspect that the class I was embarking upon would have such broad impact on my life.

As a professional speaker, I envisioned possible stage benefits from learning improvisational comedy skills but I hadn't appreciated the benefits that improv training would provide me in my role as a leader or as a consultant charged with helping organizations increase the quality of experiences they provided to their customers.

So in the hope that principles of improv might help you lead positive customer-focused changes, I thought I would outline a few improv tools over a series of blog posts. The first principle is "YES AND." [Read More](#)

