



Things Robots Can't Do Better Than Humans



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Machines will not destroy man as long as we remember machines are in service to us. It should always be that way. When should not let technology loose without much management or interference from a human.

Consider the feelings of the other person

Interactive voice response (IVR) programmes cannot consider and interpret the feelings of customers on the other end of the phone. Many people have thrown their phone on the ground, tired of an IVR that doesn't understand what they (the customer) are requesting. Or the IVR doesn't offer what the customer requests. Customer service can be a messy business because you are dealing with human emotions.

As customer frustration and anger goes up, a human being should be able to gauge that, sincerely apologize and offer some kind of appropriate service recovery. Service recovery means I will give you X for your inconvenience. Robots cannot consider feelings. Today millions of companies settle for terrible IVR experiences - never realizing how many customers they lose overnight because of these robots.

Make a person feel seen or heard

Sometimes working in customer service is like being a psychologist. When a customer contacts you with a problem, the problem is not always the product or service. Life can be messy and sometimes customers just want some attention. By giving customers the attention needy customers want you are investing in a relationship with those customers.

Feel empathy

When another person has been through something that you've been through, and you two can share talk about it - there is nothing like it. Humans need and crave this connection. We were built to share and connect in this way.

Feel sympathy

If a robot tells you, "I am sorry for your trouble, I can imagine you must be very upset" - that doesn't make you feel better, does it? No of course not, because the robot is not being genuine. It's a robot.

Understand comedy, Be good at comedy

Good comedy comes from pain, humiliation - all the good stuff of life you can't fake. You acquire stories by going through awful stuff. Your favourite comedians can make you laugh no





matter what is happening in life. A good stand-up set can fix almost anything. Robot performances just wouldn't be the same.

Establish trust

Trust is established by consistent good behaviour from both parties. A robot doesn't have a moral compass, they just have a compass. There are many nuances to relationships that robots will never replicate in their relationships with humans.

Be a critical thinker

You wouldn't want to see a Ted Talk delivered by a robot! A robot cannot write an original great movie or book. Robots are incapable of making great art, interpret great art, cook from the heart or work from the heart.

Deliver bad news well

A good doctor that knows how to communicate in a direct but empathetic way can shape the patient experience. A robot cannot. There is a human element, especially in dire situations that can best be delivered by a person.

NOTE: Repurposed extract from an Article by Blake Morgan Senior Contributor CMO Network (Customer Experience Futurist, Author and Keynote Speaker)

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