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# Exploring & Ensuring Empathy in the AI Universe

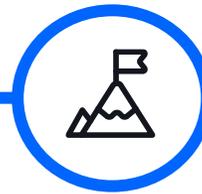## A Guide To the New Frontier

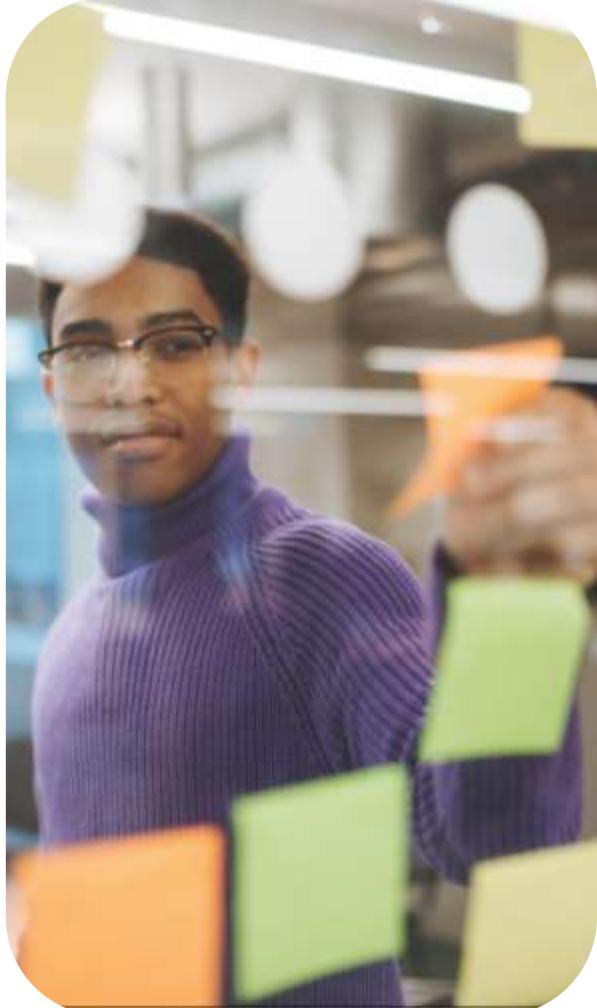# Contents

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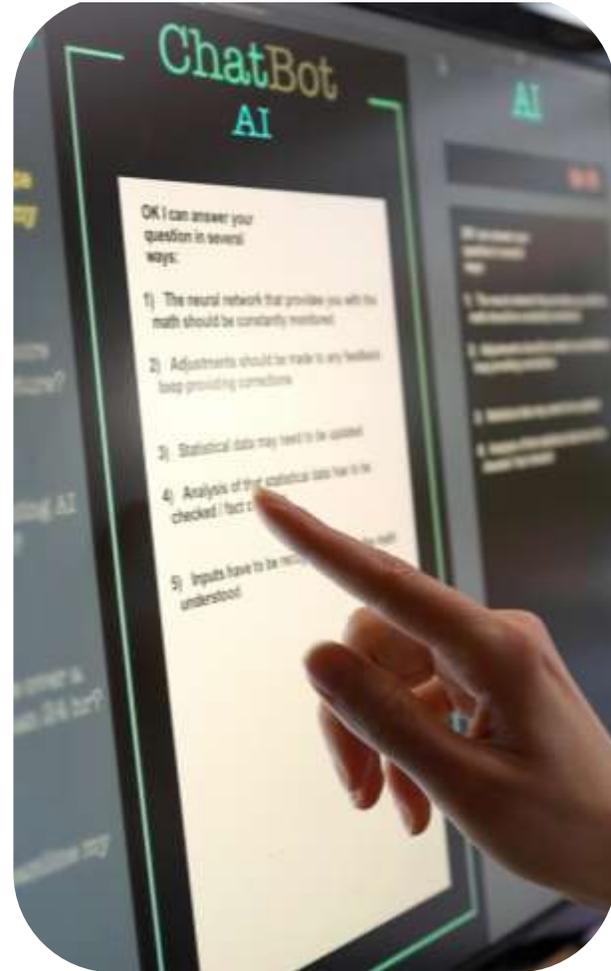
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# Introduction

Artificial Intelligence (AI) is one of the first emerging technologies that will impact us all every day – personally and professionally as marketers.

# The Role of Empathy In AI

## It's More Than Simply Understanding

In the evolving landscape of artificial intelligence, the integration of empathy emerges as a compelling frontier. As machines become increasingly intertwined with human experiences, understanding the role of empathy in AI holds profound implications.

This guide delves into the fascinating intersections of technology and empathy, unraveling how AI's capacity to comprehend and respond to human emotions is shaping the way we interact with machines and each other.



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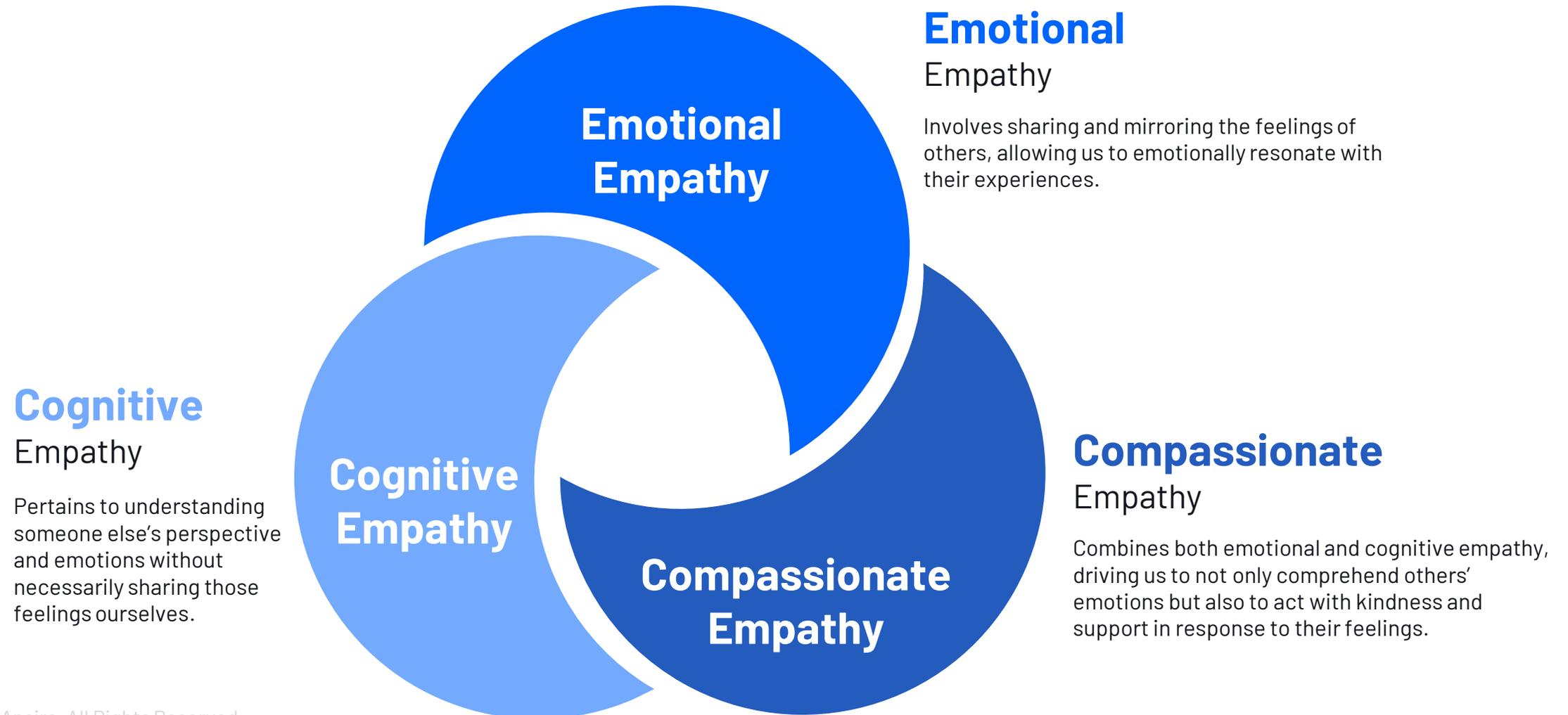
# Empathy: It's More Than Simply Understanding

Empathy encompasses a spectrum of connections between individuals and brands.

It's more complex than you may have even realized.

There are three varied forms of empathy that collectively shape our interactions, fostering deeper understanding and connection in our relationships.

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# Three Types of Empathy

## A Spectrum of Connections Between Brands and Individuals



**Emotional**
Empathy

Involves sharing and mirroring the feelings of others, allowing us to emotionally resonate with their experiences.

**Emotional Empathy**

**Cognitive**
Empathy

Pertains to understanding someone else's perspective and emotions without necessarily sharing those feelings ourselves.

**Cognitive Empathy**

**Compassionate**
Empathy

Combines both emotional and cognitive empathy, driving us to not only comprehend others' emotions but also to act with kindness and support in response to their feelings.

**Compassionate Empathy**

# Key Empathy Factors

As marketers, AI is our co-pilot in the near term and it's our responsibility to help AI learn empathy.

# Key Empathy Factors

## Consumer-First Experience

Ansira puts the consumer at the core of every experience we design and implement for our clients.

We continually hold ourselves accountable to foundational empathy factors that any marketer can tap into whether you're executing with AI, machine learning (ML), or kicking it old school: manually.

**Action:**

If you'd like a deeper dive into the key factors of empathy, watch this short video from EiQ 2023, "Seven Tangible Ways to Integrate Empathy Into Marketing Campaigns Today."

# Key Empathy Factors

We as marketers have to choose to be empathetic in how we communicate. It's a conscious decision and one we must practice making.

### Walk in my shoes
Go deeper to understand the consumer context and need state.

### Ask me what I think
Engage me in a conversation; ask my opinions: I like to give them.

### Show me you know me
If you have a piece of data I've given you, please don't ask for it again and use it to personalize my experiences and connect with me.

### Be a sensitivity superhero
Consider my state of mind in your planning. Anticipate my needs before I even realize I have them.

### Curate my headlines
Prioritize my content and make emotional connections by using preferences.

### Make my life better
Give me information that is truly useful for my need state and context. And make me smile.

# Strategic Framework

Empathy Intent Solution is Ansira's marketplace offering to help brands unlock the full potential of marketing tools integrated with AI.

# The AI Universe Is Mandating A Revolution

**Our Strategy Innovation Lab has built out an empathy intent solution specifically to guide and inform AI & ML to deliver quality inputs ensuring exceptional consumer experience outputs that preserve a human touch.**

**Our approach is all about INTENTION.** There are tens of thousands of customer and event attributes available to us as marketers. Within them, there are valuable clues about consumer context that must be translated into action.

Ansira curates the most impactful attributes by identifying intention probabilities represented by each attribute or event (or combination of attributes or events) into the AI.

When we use the powerful phrase "intention probabilities," we mean: any possible customer goal or purpose based on a specific customer and/or event attribute; or a combination of customer and/or event attributes.

**Action:**

Where the rubber meets the road: The key to unlocking the full potential of customer data platforms (CDPs) and other marketing technologies with integrated generative AI delivering customer experiences is to ensure they are fed and trained with the most impactful data attributes and intention probabilities.

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# Bringing It To Life

**What does it look like when we bring Empathy in AI to life?**

Instead of serving up similar journeys and messaging based on the same action two different people take (e.g., abandon cart, loan application, etc.), we adjust the experience design based on meaningful differences in customer situations:

o   Jay and Ross both apply online for HELOCs. Intent signals show Jay is excited to make a backyard oasis with a new pool, but Ross is paying off $80k in credit card debt to avoid living paycheck to paycheck.

o   Susan and Lance are looking for furniture because they bought a bigger house, but Jodi and Danny need new furniture because their house flooded.
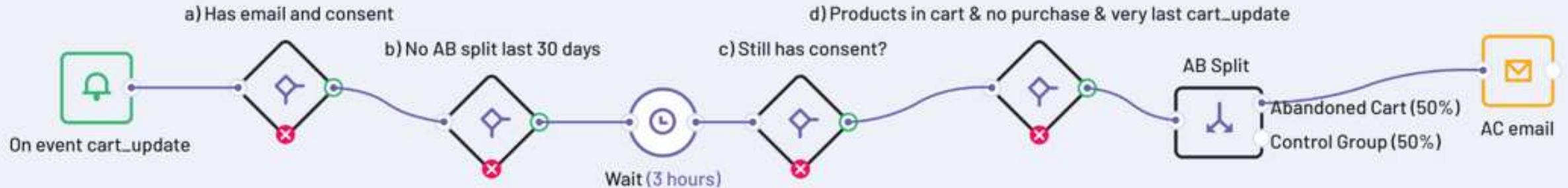
Each of these consumers find themselves looking for the same types of products and service offerings but with very different motivators and needs.

# Before AI

## Baseline Abandoned Cart Journey

This is a perfectly solid, and expected, abandoned cart experience based on ecommerce best practices. It will no doubt drive sales conversions.



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# After AI
## Empathy-Infused Abandoned Cart Journey

1. Identify the most impactful combinations of behavioral signals + data and event attributes.

2. Develop a data and customer experience strategy that delivers timely, and personally-relevant brand interactions based on customer possible intent probabilities.

The lens of empathy lens allows one to demonstrate thoughtfulness and care at the next level in communications and customer interactions using AI powered technologies.
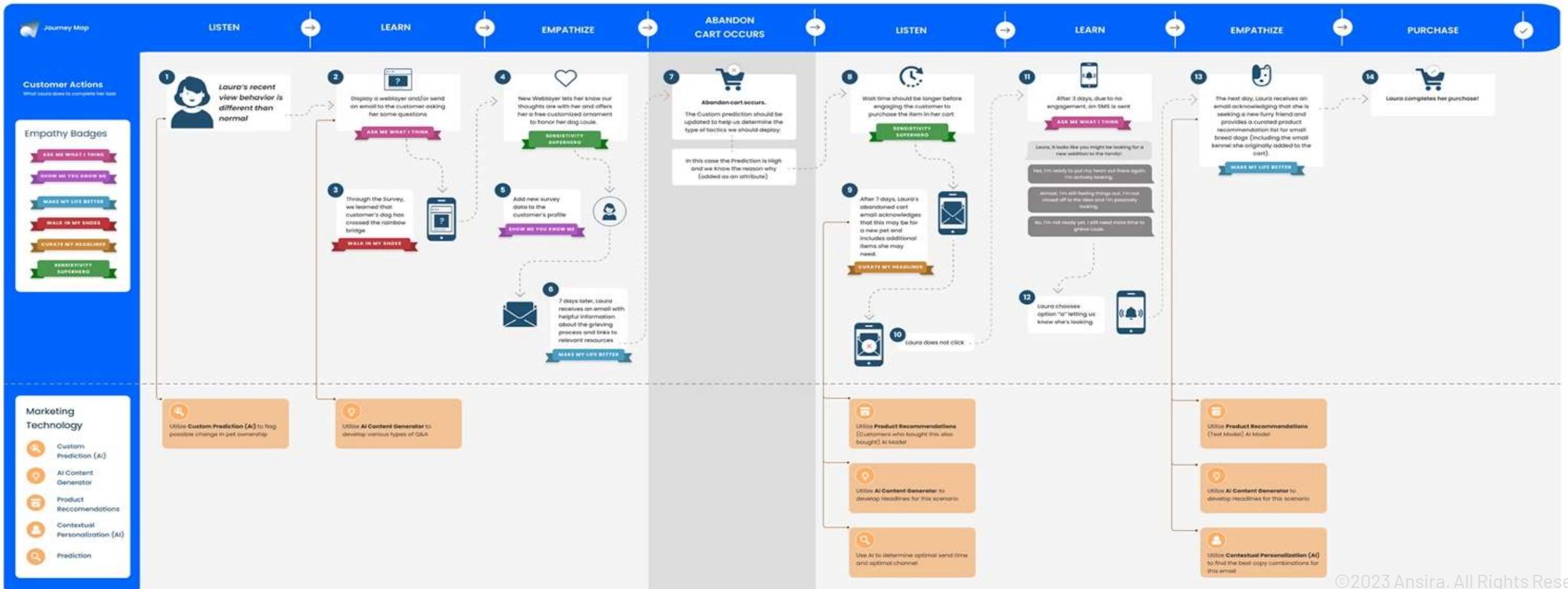
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# Empathy Intentionality

The Ansira Process
# Replace Transactions With Interactions

**EMPATHIZE**
1. Contextual Personalization
2. Channel Preference
3. Optimal Delivery Times
4. Restock/Recommend/Reward
5. AI Content Generator

**LISTEN**
1. Purchase Cycles
2. Product Preferences
3. Product Reviews
4. Survey Responses
5. Channel Engagement

**LEARN**
1. Product Recommendations
2. Behavioral Predictions
3. Zero Party Data Collection

**ELEVATED SEAMLESS EXPERIENCES**
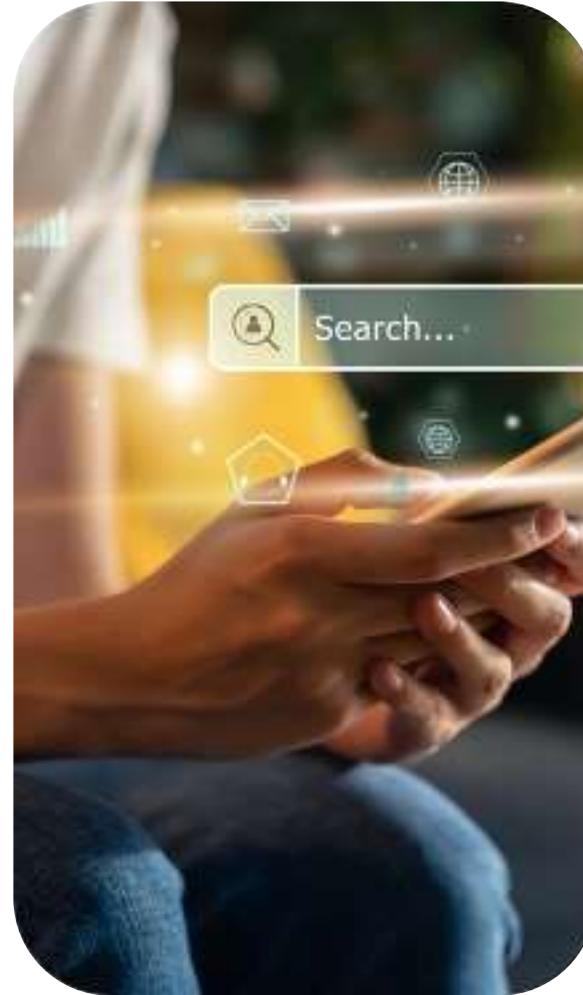
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# Preserve A Human Touch





Ansira is focused on understanding both the purpose/goal of data attribute usage and the personal context of consumers; this combination can revolutionize the AI landscape by delivering an unparalleled level of empathy and relevance to customer interactions.

By curating and combining customer and event attributes through a process steeped in both art and science, it's possible to identify intention probabilities represented by each attribute or event, or their combinations, and integrate these valuable insights into most Customer Data Platforms (CDPs) with AI integrations or capabilities.
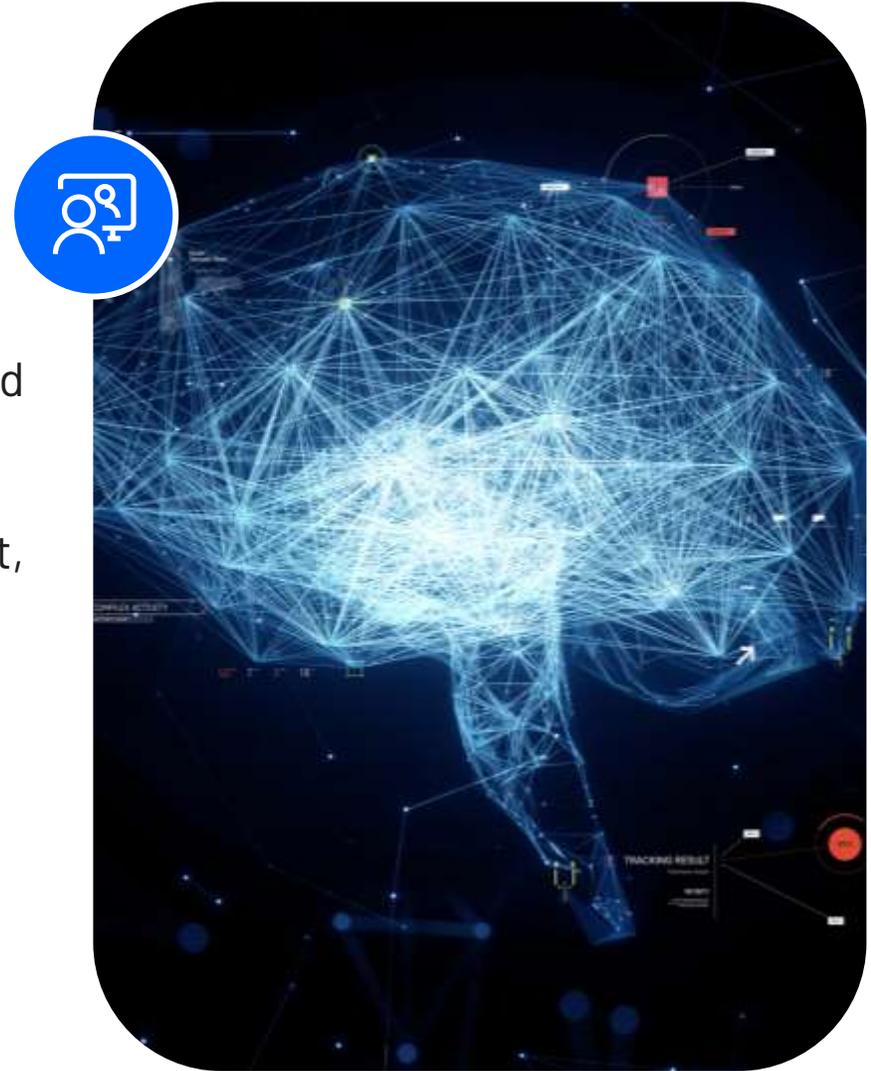
**Competitive Advantage**

Helping your organization better understand the potential of AI marketing-enabled tools, and the importance of empathy, will create a competitive advantage.

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# Create a Solid Foundation

Building a solid foundation of empathy in AI holds profound advantages for both brands and their customers.

In an era marked by relentless technological advancement, integrating empathy into AI systems becomes a strategic imperative, offering a plethora of benefits that extend far beyond simple customer interactions.

# Competitive Advantages

**Enterprise Perceptions:** By implementing AI, businesses can effectively communicate their readiness to embrace cutting-edge technologies to stakeholders and position themselves as industry leaders poised for future growth.

**Increased Customer Satisfaction:** When AI can empathize with customers and provide them with a personalized experience, customers are more likely to be satisfied with their interactions. This can lead to increased customer loyalty and repeat business.

**Reduced Customer Churn:** When customers feel they are being treated with empathy, they are less likely to switch to a competitor. This can help businesses to retain their customers and improve their bottom line.

**Improved Customer Service:** AI that can understand human emotions and learn from customer feedback can provide better customer service. This can lead to faster resolution of issues, improved customer satisfaction, and reduced costs.

**Increased Innovation:** AI that can adapt to changing customer needs can help businesses innovate and stay ahead of the competition. This can lead to new products and services that meet the needs of customers and generate new revenue streams.

# Put Your Plan Into Action

Seize the opportunity to conquer the Empathy in AI revolution.

Contact us to learn more about how we can help.

Our multi-phased Empathy in AI packages begin with a foundational strategy workshop, then a bespoke approach to access, analyze, and map data attributes and events that can be ingested into marketing tools using AI technologies.

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# Author

Renee has 15+ years of strategy experience that is primarily agency-driven and heavily steeped in all things digital and media. Her expertise spans research and insights, experience planning, content strategy, and client strategy for top brands across multiple industry verticals. Beard's approach to problem-solving is fueled by curiosity and combines creativity, empathy, data, and very often, a healthy dose of calculated risk.

**Renee Beard**

VP, Strategy

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