

THE HUMAN EXPERIENCE DIVIDEND:

THE COMPETITIVE ADVANTAGE
IN THE NEW ERA OF AI



**TRUST IS THE ADVANTAGE
AI CANNOT COPY**



EXPERIENCES THAT BUILD (OR BREAK) TRUST

Context matters



EMPATHY IN ACTION

Behind every behaviour, there is a story



TIME, TRUST AND THE BREAKING POINT

Efficiency \neq Value



THE CX GOALKEEPER ZONE



THE FINAL CHOICE

What are you scaling?



TECHNOLOGY PASSES.

TRUST REMAINS.



Thank you
CX Goalkeeper - Gregorio Uglioni