

Digital Empathy: The future of customer experience is emotional connections experienced digitally

In this inspirational keynote, Brian leverages psychology with technology – resulting in new strategies for creating powerful connections and better customer experiences online. Today's organizations must understand the importance of emotion, connection, and relatability through storytelling as they innovate and scale new technology.

Brian will walk through strategies and innovations being used today [and will be used in the future] to convey raw emotion and immersive storytelling – enabling businesses to truly reach out and touch their consumers virtually.

Attendees will learn:

- An understanding of today's digitally-native consumer behaviors and the mindset required to integrate and leverage emotional intelligence in today's business
- Examples and scenarios where technologies such as artificial intelligence, augmented reality, virtual reality, and deep learning are being leveraged to provide personalized, virtual experiences
- A game plan to study and track emotional storytelling, while inspiring a strategy that will leverage the dynamic, virtual emotions available via the innovations of tomorrow