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# Human Experiences in a Digital World

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IMAGINE | DELIVER | RUN

# Human experiences in 3 acts

- Act 1** A short story about true human experience
- Act 2** The meaningful connection between technology and human experiences
- Act 3** The importance of human experiences in the service industry

**Act 1**

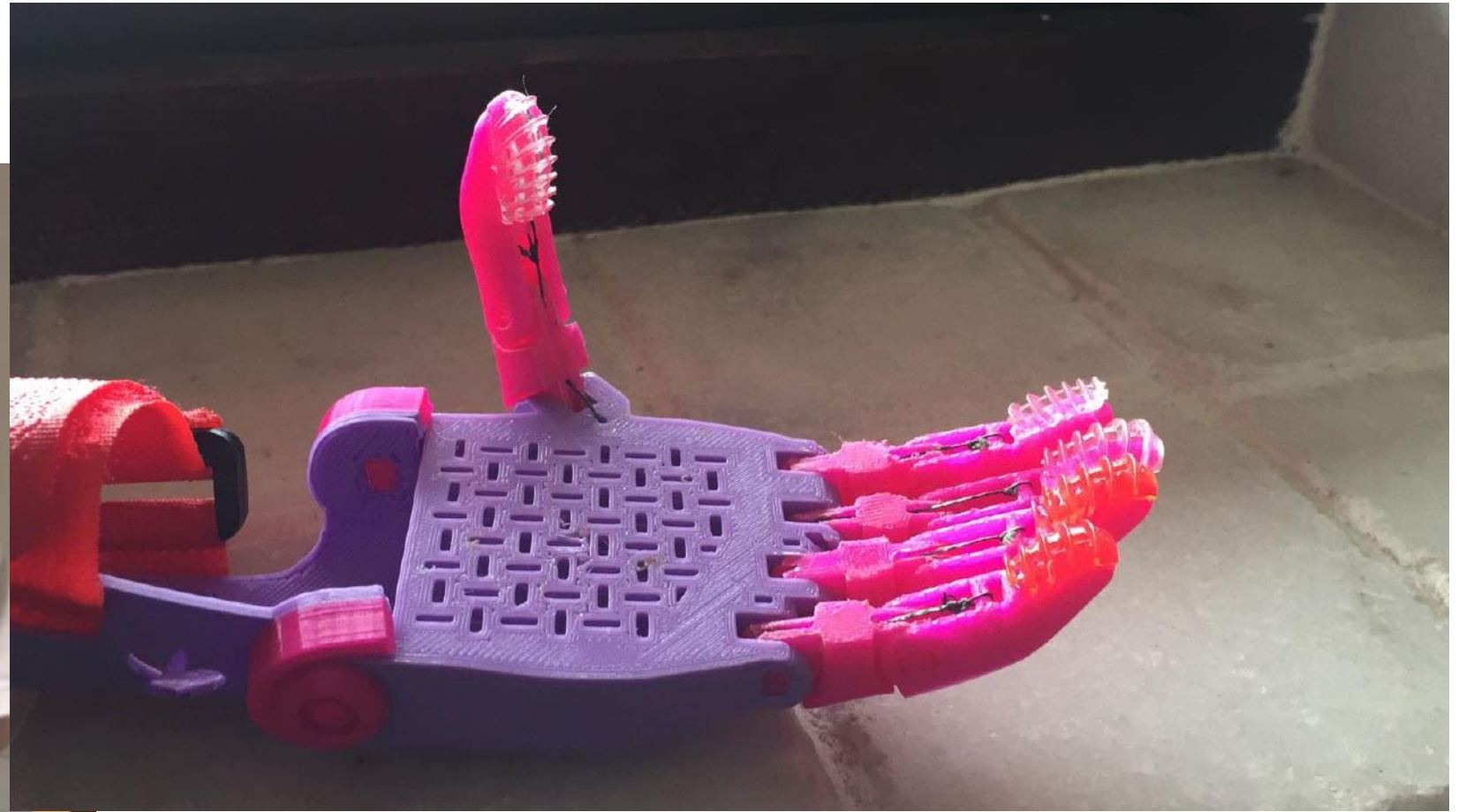
**A short story about true human  
experience**



When designing hands for children designers, doctors and technology companies came up with the best and most appropriate prosthetic hand tested and approved by them.



A helping hand for Phoebe



Human experience is what differentiates between delivering a product vs. delivering value

**Act 2**

**The meaningful connection between  
technology and human experiences**



We think of ourselves as individual, rational minds, and describe our relationships with technology on this basis.

*Source: Tom Chatfields' address at the launch of the Humanities and Digital Age programme, led by The Oxford Research Centre in the Humanities at Oxford University in the UK*





Behind every digital experience there  
is a human one too.

# Turn "likes" into love.

**Experience Management is here.**  
Understand what your customers  
are feeling and act on it.  
[sap.com/XM](http://sap.com/XM)

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THE BEST RUN **SAP**

Talking to an  
actual person.  
How human.

**Experience Management is here.**  
Understand what your customers  
are feeling and act on it.  
[sap.com/XM](http://sap.com/XM)

THE BEST RUN **SAP**

Don't guess how  
people feel about  
your business.  
Let them tell you.

**Experience Management is here.**  
Understand what your customers  
are feeling and act on it.  
[sap.com/XM](http://sap.com/XM)

THE BEST RUN **SAP**

**Act 3**

**The importance of human experiences in  
the service industry**

Build & Hardware Engineer

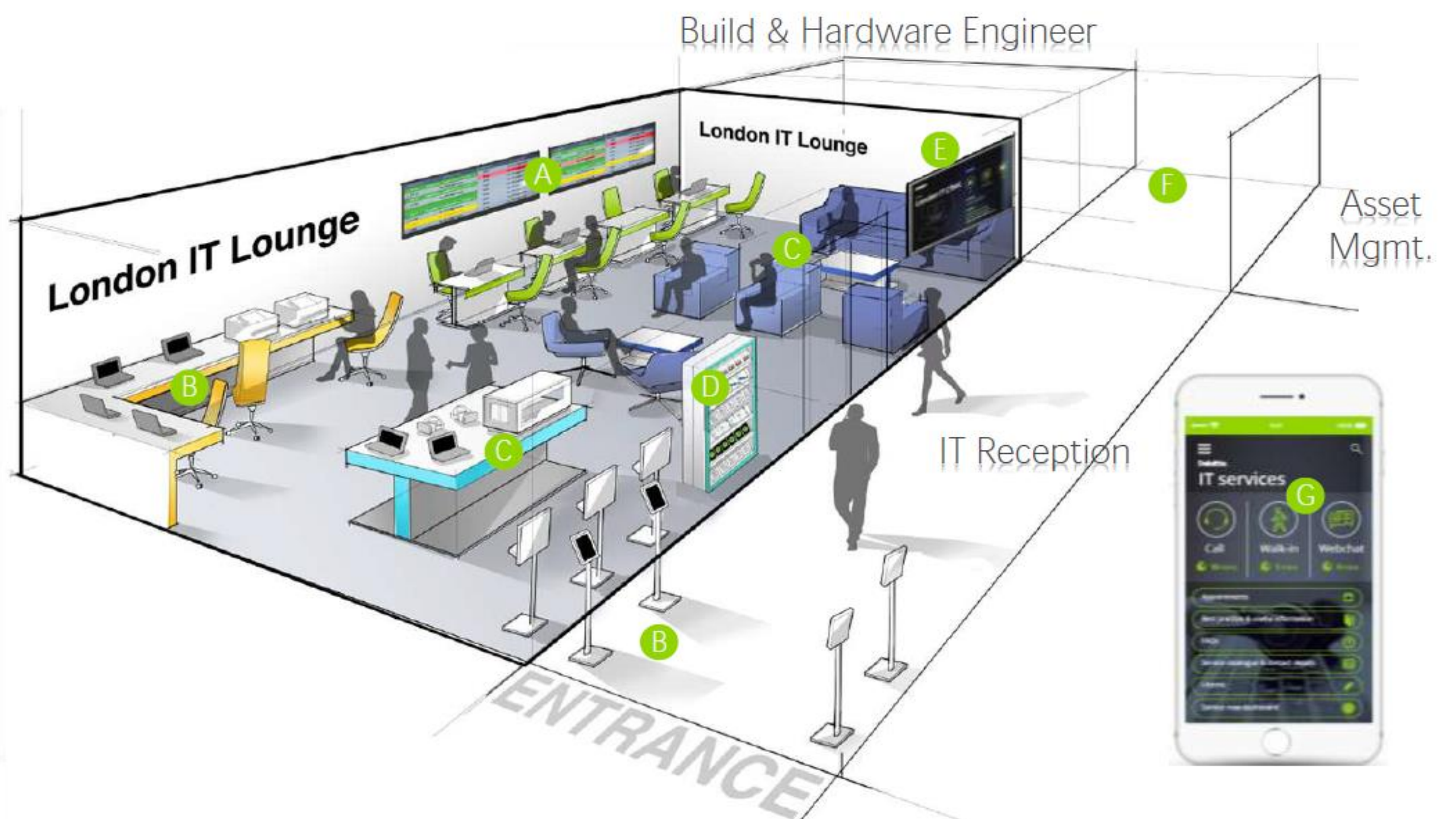
London IT Lounge

London IT Lounge

Asset  
Mgmt.

IT Reception

ENTRANCE



Proactively seek to understand what people really want

Fundamentally shift the way in which technology is consumed and delivered



Personalise each interaction and interface

Align human centric services to the broader business value chain

Create fully connected ecosystems that are integrated to person to person, tech to tech

Support the humans not your services

Service delivery imbedded into  
the enterprise value chain

Value driven, human centric  
services



The service  
industry of  
the future

Fully connected and  
integrated, smart ecosystems

Strong skills and capabilities in  
leading-edge technologies like  
AI, machine learning, etc.

# **Recommended reading**



Deloitte Tech Trends 2020

We're only human: Exploring and quantifying the human experience

A helping hand for Phoebe

Report: What Does it Mean to be Human in the Digital Age?

Elevating the Human Experience

The Future of Service



Shukran

Ma'a as salama



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