



EXPERIENCE MAKERS LIVE





Tone, Timing and Empathy in Digital Commerce

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Every single person you speak to today is experiencing at least one:

- uncertainty or fear
- job loss, furloughed
- sick loved one
- loneliness, isolation
- overwhelmed or unsure
- financial difficulties

Think about this before your interactions.

Be mindful. Be aware. Be human.

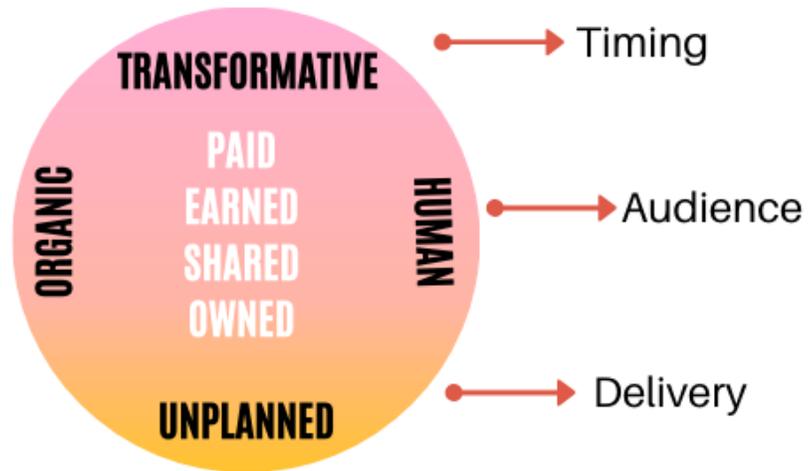
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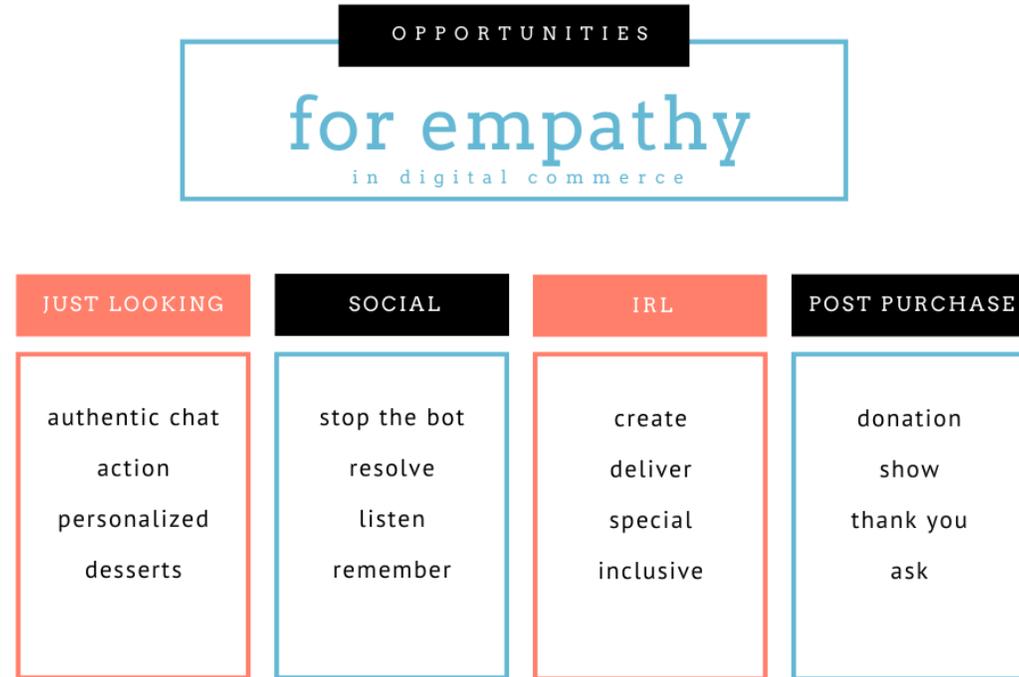


**BE
MINDFUL.
BE HUMAN.**



Where can opportunities for empathy be found in an inherently transactional relationship?

- **Data + Emotion = Empathy Experience**
- Empathy must be lived authentically at all levels, in all interactions
- A false promise is worse than no interaction at all
- Create a list of major interaction points
- Brainstorm (anything goes!) ways you can be human, use data and what *could* be versus what has always been done
- As simple as “thank you” as robust as changing the world
- ASK: “Is this an Empathy Experience?”



What are some of the digital commerce best practices you can emulate or implement?

- Nike: **Juneteenth** as a paid **holiday** for U.S. employees moving forward
- Chewy: **Delivering** on their success. Free shipping, arrives next day
- Target: **raises** minimum wage, **expands** benefits
- Zappos: Customer service for **ANYTHING**



Customer Service
for **ANYTHING**
POWERED *by* ZAPPOS



And now...Gabe Shephard



