

# BETTER THAN THE BOT

Standing Out in a Tech-Driven World



VAMACON26

# LIGHT YEARS AHEAD



**POWERFUL TOOLS  
ARE NO  
SUBSTITUTE FOR  
CONNECTION.**



**Personalization**



**Trust, Empathy & Authenticity**



**Memorable Moments**



**Human + Tech Synergy**

**ACCESS THE  
SESSION RESOURCES**





**93.4%**  
OF CONSUMERS  
PREFER HUMAN  
CUSTOMER  
SERVICE OVER AI  
OR CHATBOTS

Technology can make you quick,  
but it's YOU that makes things stick.

# CREATING LOYALTY WITH



## Trust Builders

- Consistency: Do what you say, every time
- Transparency: Be open and honest
- Follow-Through: Deliver on promises



## Empathy in Action

- Listen beyond the words
- Understand the why behind requests
- Respond with genuine care



## Authenticity

- Be your sincere and genuine self
- Maintain professionalism with warmth
- Build connections through honesty

I've learned that people will forget  
what you said, people will forget  
what you did, but people will never  
forget how you made them feel.

- Maya Angelou

# CREATING MEMORABLE MOMENTS



## Surprise & Delight

Small, thoughtful actions, like a handwritten note or a favorite snack, can transform routine interactions into personal experiences that customers cherish.



## Active Recovery

When something goes wrong, quickly owning it and making it right not only fixes the issue but turns frustration into loyalty and trust.



## Gratitude or Follow-up

A genuine thank-you or thoughtful check-in shows customers you value them as individuals, strengthening your relationship beyond business.

In a tech-driven world, the most  
valuable upgrade will always be...  
**YOU.**

# BALANCING THE BOTS & THE BEINGS

- Technology's greatest value lies in handling the predictable, routine, and repetitive tasks that free up human time and energy.
- This allows people to focus on the complex decisions, emotional intelligence, creativity, and building relationships.
- Technology sets the stage, but it's the human touch that brings the performance to life.



# BETTER THAN THE BOT

- ▶ Personalize customer interactions and add value at every stage.
- ▶ Use trust, empathy, and authenticity to fuel loyalty and long-term success.
- ▶ Create memorable moments that go beyond automation.
- ▶ Use technology to enhance, not replace, the human elements in business.

**ACCESS THE  
SESSION RESOURCES**





**BE  
BETTER  
THAN THE  
BOT**



Multifamily Maven  
**Katie Rigsby, CAPS**  
Consultant & Keynote Speaker



@KatieRigsbyInspires

