

# What are Digital Humans?

A GIANT LEAP IN BRAND & CUSTOMER EXPERIENCE



The Global Standard for Digital Humans



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# Foreword

When we published our first **What are Digital Humans eBook** back in 2019, the technology was far behind where it is today.

Back in 2019, it was incredibly innovative brands who were experimenting with embodied versions of conversational AI – the pioneers of putting digital humans in front of their customers, patients and employees.

Today, much has changed. We have digital human creation platforms like UneeQ Creator, for one. And it's meant some incredible use cases have worked their way to the fore in record time – from assistants to help with loan application forms (an emotionally charged step in many buyers' lives) to sleep and mental health coaches, and digital companions. It's been genuinely exciting to see the breadth of ways smart people are using our platform!

But in many other ways, not a lot has changed. The vast majority of today's customer-facing channels still lack any form of personality, interaction or engagement.

Websites, chatbots, online forms, FAQs and other self-service automatons remain transactional, not interactional. In reality, that's all they'll likely ever be.

And that's creating a huge disconnect in the customer journey.

Think of it this way...



**Danny Tomsett**  
UneeQ Founder and CEO

Brands spend thousands to millions of dollars creating advertising that's anchored by a personality. The best ads are emotive, driven by people, characters and brand ambassadors with tangible personality. They make us smile, laugh or feel empathy. "Likeability" is the most valuable emotion buyers can feel towards a brand, it being the biggest predictor of increased sales in advertising, according to USC.

So you have an emotionally impactful ad. Great, so what should buyers do next? Most likely, they'll be funnelled to a website, where personality-led engagement is completely abandoned – sacrificed on the altar of automation and low cost-to-serve.

No wonder 42% of the brands we surveyed last year said their biggest strategic priority with their chatbot was creating more of a "human experience".

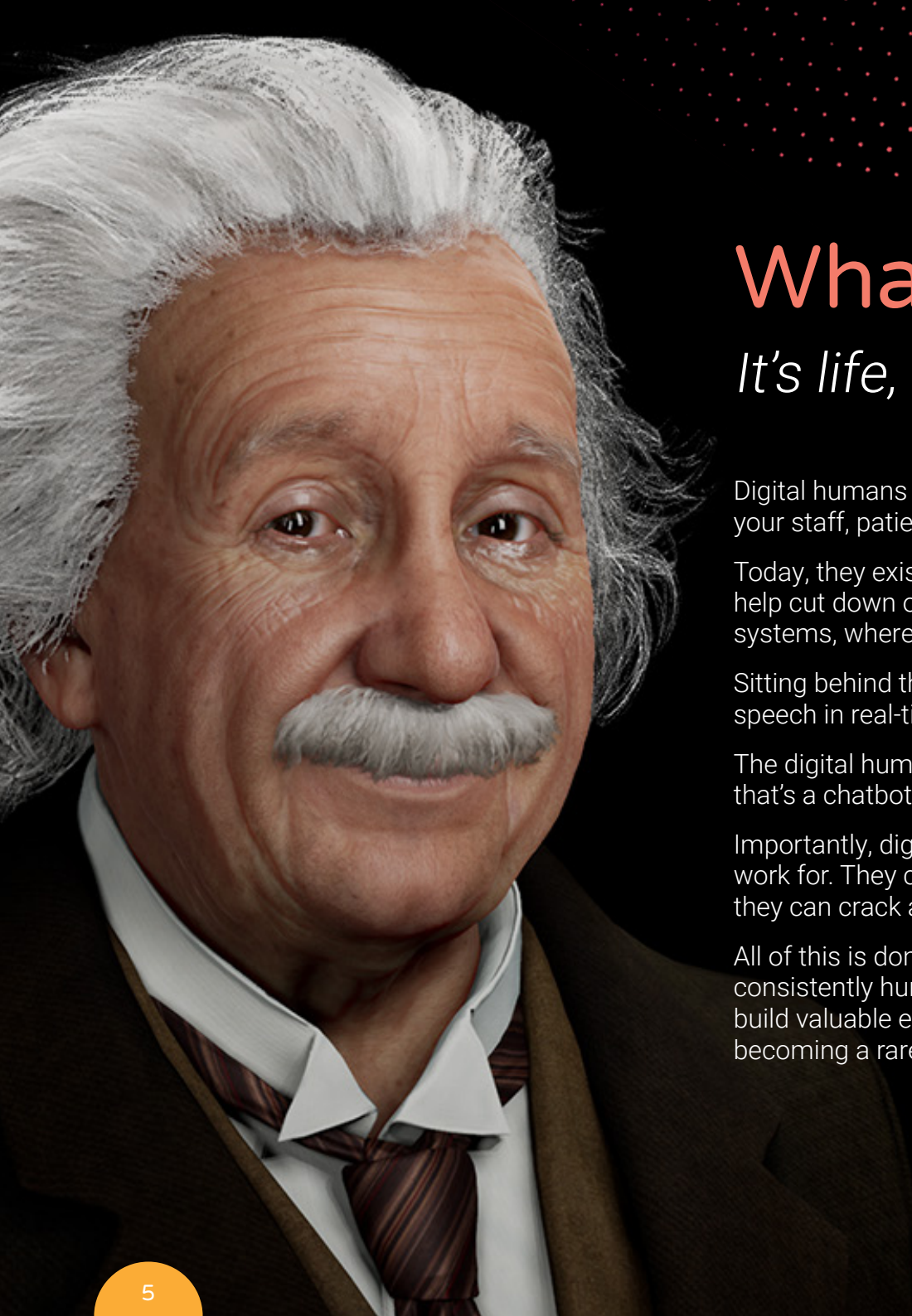
Digital humans today are showing what's possible when well-defined personalities are given the task of creating memorable customer experiences – interactions, not just transactions.

By anchoring a digital human personality throughout the entire customer journey and customizing the experience, progressive companies are able to build deeper customer relationships. Sustaining a positive customer experience can expand customer loyalty, increase MRR and ultimately extend the customer lifetime value.

This is the inflection point we find ourselves at today, with this latest update of our **What are Digital Humans eBook**. Brands are understanding this and building solutions quickly. Of course, events at the start of this decade only accelerated the use of contact-free, constantly available, digitally engaging applications like digital humans. All of which you can find out more about within the coming pages of this eBook.

As always, we'd love for you to let your imagination run wild wondering **what's possible today with digital humans that wasn't possible yesterday**. The team at UneeQ would love to hear any ideas and moments of inspiration you have along the way.





# What is a digital human?

*It's life, but not as we know it.*

Digital humans are AI-powered, lifelike personas that can see, hear and understand you, your staff, patients or customers, meaning they can recreate “real” human conversations.

Today, they exist in both the physical world through kiosks (in settings like retail stores to help cut down on check-out queues) and digitally on web browsers and mobile operating systems, where they can serve virtually infinite numbers of customers at once.

Sitting behind the digital human is an AI platform that determines behaviour, EQ and speech in real-time, so conversation can flow naturally, as it tends to in real life.

The digital human can easily connect to another “brain” to share knowledge, whether that’s a chatbot, NLP or even a human directly supervising their learning.

Importantly, digital humans embody the personality, voice and nature of the brands they work for. They can show emotions like happiness, empathy, warmth and friendliness – they can crack a joke or show support through their actions, tone and body language.

All of this is done for a better, more engaging and personalized experience. By being a consistently human touchpoint throughout the customer journey, digital humans can build valuable emotional connection between the brand and the user in a way that’s becoming a rarer commodity in a digital world.



# What are the advantages of digital humans?

*A giant leap in brand and customer experience.*



“Our research across hundreds of brands in dozens of categories shows that the most effective way to maximize customer value is to move beyond mere customer satisfaction and **connect with customers at an emotional level.**”

– Harvard Business Review <sup>1</sup>

## The age of experiential AI

By 2025, AI will power 95% of customer interactions <sup>2</sup>.

That should be a concern for the 90% of brands today who say they’re competing on the basis of customer experience (CX) <sup>3</sup>, because the human touch is so valuable in creating an emotional connection with people – albeit notoriously hard to scale:

Digital humans are today the only solution that can bring a scalable human-like emotional connection and customer experience to the digital world.

They build trust, improve CX, embody brands’ personalities and provide 24/7 service – and they do so using the most universal, time-tested interface that’s ever existed: the human face.

<sup>1</sup> | [www.hbr.org/2016/08/an-emotional-connection-matters-more-than-customer-satisfaction](http://www.hbr.org/2016/08/an-emotional-connection-matters-more-than-customer-satisfaction)

<sup>2</sup> | [www.financedigest.com/ai-will-power-95-of-customer-interactions-by-2025.html](http://www.financedigest.com/ai-will-power-95-of-customer-interactions-by-2025.html)

<sup>3</sup> | [www.hbr.org/2017/07/your-customers-still-want-to-talk-to-a-human-being](http://www.hbr.org/2017/07/your-customers-still-want-to-talk-to-a-human-being)



A close-up portrait of a man with light blue eyes and black-rimmed glasses, looking directly at the camera. The background is black with a pattern of red and pink polka dots. The man's face is the central focus, with his nose and lips visible. The lighting is soft, highlighting the texture of his skin and the frames of his glasses.


## Bringing brands to life

Digital humans can exist as a recreation of a brand ambassador, founder, mascot or any other existing personality. Or they can be designed to embody the brand itself.

They can be deployed digitally or in the physical world to act as an interactive and personality-driven interface across multiple customer touchpoints – providing consistency and greater connection to the brand.

Digital humans act as loyal brand ambassadors. They may recreate human emotions, but they never have a bad day, and won't get frustrated answering the same questions 24/7.





“By bringing Mia to life, we’re giving customers a whole new way to interact with their online home loan application and **completely challenging the perception of a digital bank.**”

– Lee Hatton, CEO of UBank

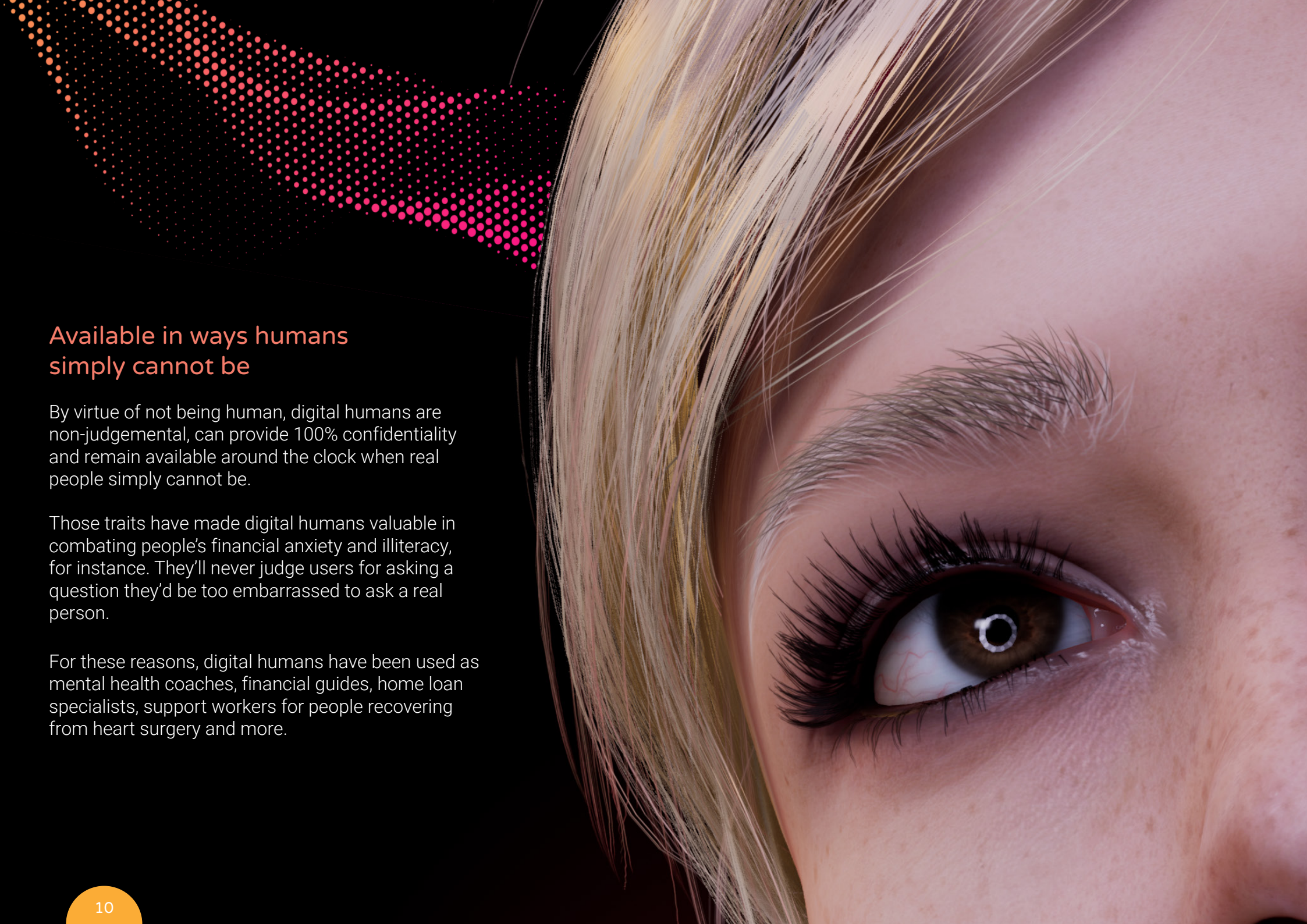




## Data savvy

Digital humans are designed to integrate with any knowledge base, NLP or other source of data. They never forget what you've taught them, quickly becoming the 'super brain' with access to thousands of answers – each provided to countless users in an instant.





## Available in ways humans simply cannot be

By virtue of not being human, digital humans are non-judgemental, can provide 100% confidentiality and remain available around the clock when real people simply cannot be.

Those traits have made digital humans valuable in combating people's financial anxiety and illiteracy, for instance. They'll never judge users for asking a question they'd be too embarrassed to ask a real person.

For these reasons, digital humans have been used as mental health coaches, financial guides, home loan specialists, support workers for people recovering from heart surgery and more.





# How do people interact with a digital human?

*Houston, we have a question.*

1. Users speak, type and interact naturally via any device you (or they) choose, on a website, app or on a physical kiosk.
2. Your digital human understands and processes the interaction in real time, employing speech recognition to understand what's being communicated – as humans do.
3. Your conversational platform (any chatbot or NLP solutions like Dialogflow, Watson or Lex) finds the correct response, using data from your organization's integrated systems and knowledge bases for added depth and context.
4. Our platform orchestrates a responses, which includes appropriate facial expressions, synthesized voice and any on-screen graphics that you may have included in the experience.
5. Within milliseconds of step one, your digital human can speak and emote a response, creating a seamless conversational experience.



# What do users think of digital humans?

Based on market research and UneeQ user experience insights.



## 88%


of users say interacting  
with a digital human  
feels natural

## 89%

say a digital human is  
their preference for digital  
customer service

Patients with symptoms of  
depression are **more likely to  
feel a therapeutic alliance** with  
an avatar than a real person. <sup>4</sup>





"I think this is the next evolution of a chatbot really. She will give you the answer... but it's **more personable**."


"At least with her I'm seeing someone. **I felt more comfortable**; the digital human is a middle step between a chatbot and an actual salesperson".



“I might be talking to her in my doctor’s surgery in years to come.”







# Which organizations are using digital humans today?

*Boldly going where many brands haven't yet gone before.*

Some of the biggest brands and most innovative startups use digital humans today.

Here are some of the front-runners.





Stella is the face of Singtel's innovative unmanned retail stores, Unboxed, where she handles end-to-end customer transactions using her deep product knowledge and the most human of characteristics – a friendly conversation and a warm smile.

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**UBS**

For UBS' Chief Economist in Switzerland, Daniel Kalt, time is quite literally money. UneeQ recreated his likeness to the very pore to create Dani the digital human, who now gives wealth management forecasts to clients digitally, as well as in the flesh, using UBS data.

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Staff at Vodafone stores spent a lot of time helping people top up their phones. So, UneeQ created a digital human to live on an in-store kiosk and handle this entire interaction, from saying hello to topping up and printing a receipt.

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**'ASB**

Josie was built for one of the biggest banks in Australia and New Zealand, to advise people starting up a small business and provide “face to face” expert conversation and guidance on what they need to get going.





You may recognize this digital human. She's one of the personas available through UneeQ Creator. But Rachel is different. She's the first digital human to service customers in the US mortgage sector, and has been implemented by the industry pioneers at Arcus Lending – in record time.

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Nola is a retail specialist, living in-store at Noel Leeming, part of the largest retail group in New Zealand. She chats with customers, gives them store guidance and answers product questions. On request, she can refer a customer to her team, giving an end-to-end “human” experience, from the moment a customer walks in the store until they leave after making a purchase.



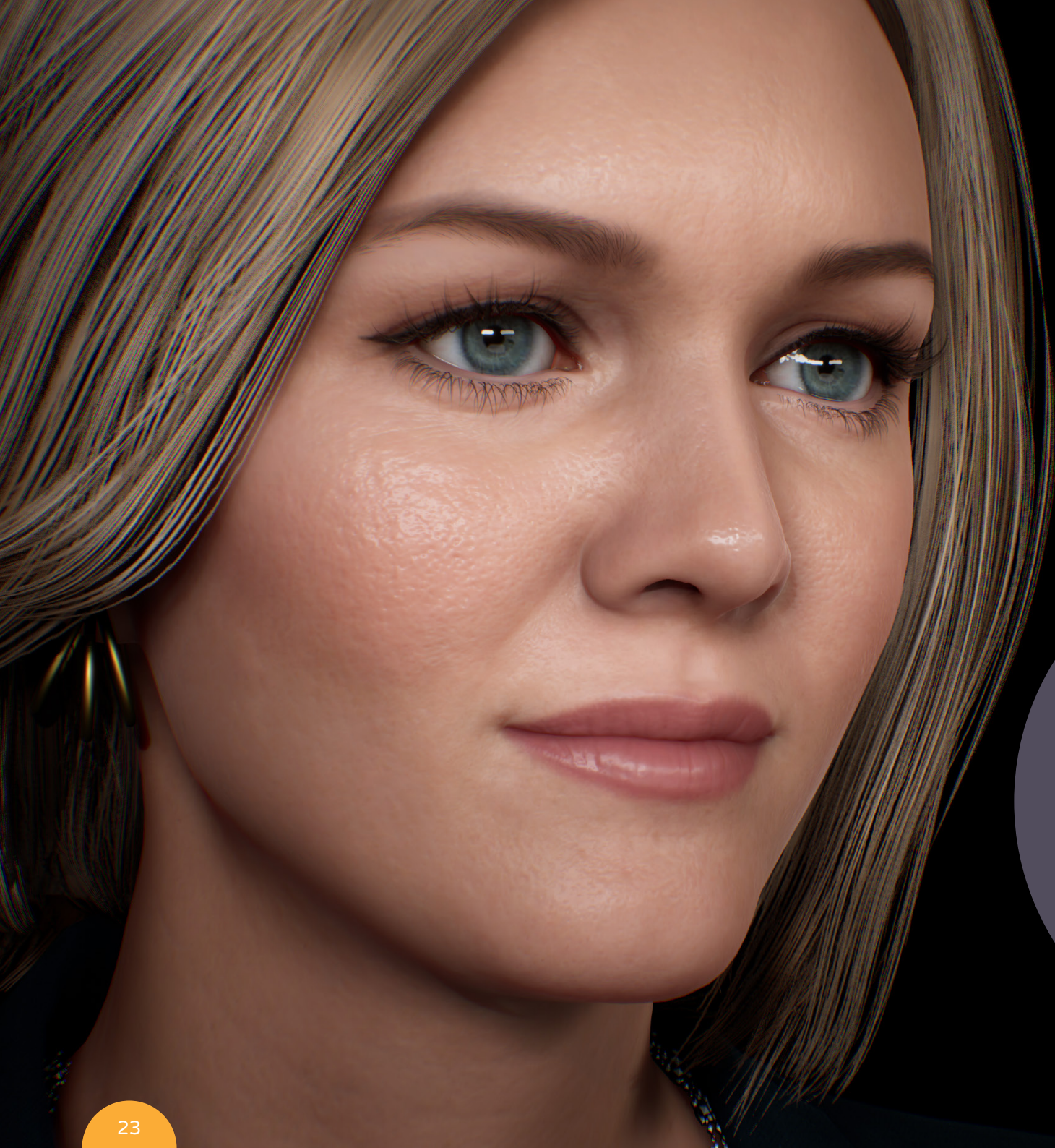


Former All Black Sir John Kirwan is also the founder of Mentemia, a mental health app in Australia and New Zealand. Digital John Kirwan listens to Mentemia's users and helps guide them to a better sleep. Who better to show that tough people can look after their mental health too than an all-time rugby great?

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Using the Uneeq platform, Amelia (formerly IPSoft) now has the EQ to match the IQ of the company's enterprise-grade AI solutions. Her digital human user interface drives deeper connections with Amelia's customers, while delivering strong business value.



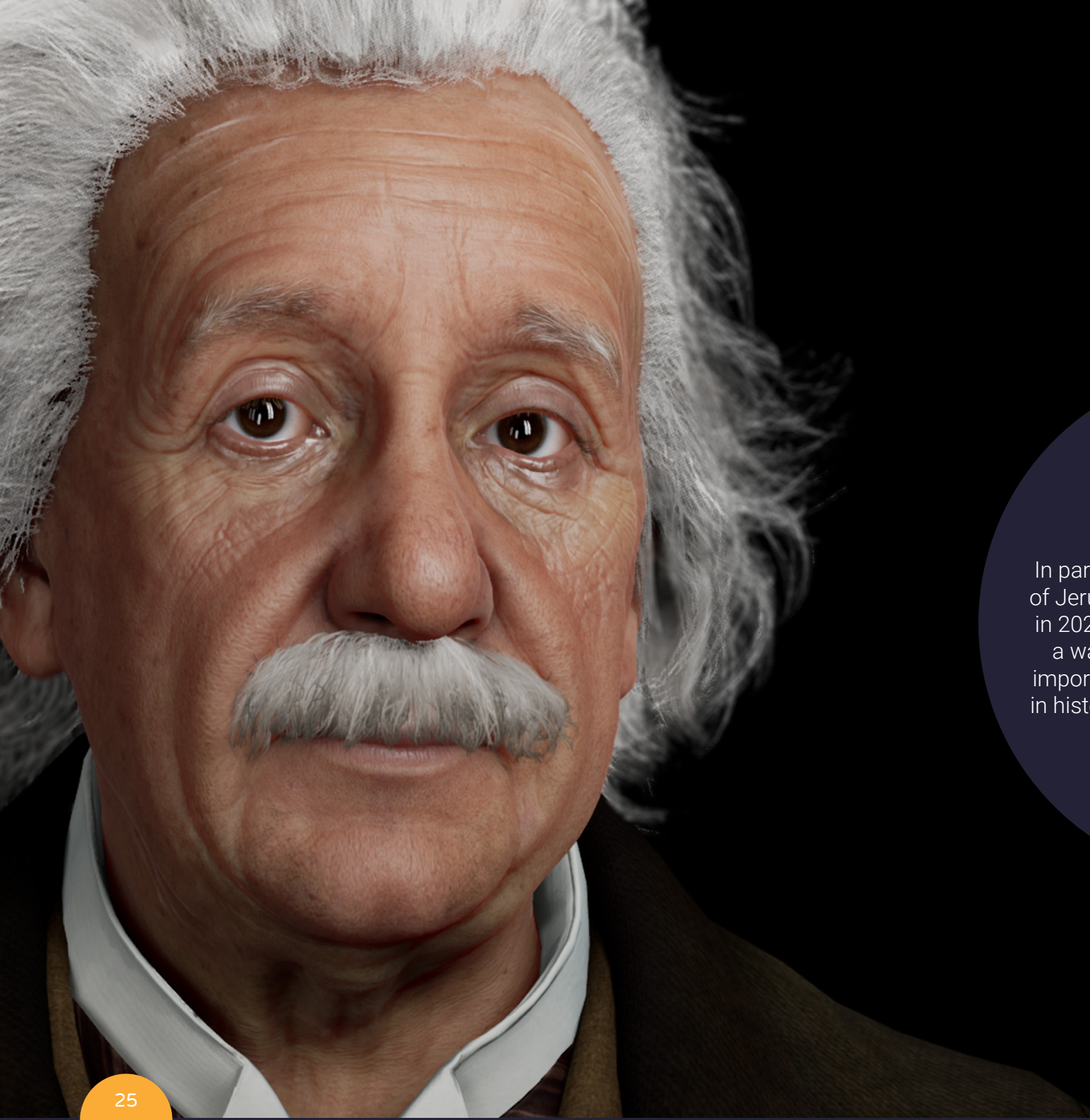
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In April 2020, Sophie started speaking to people – anyone who wished to – about the COVID-19 pandemic. Using data from the WHO and CDC, her role was to keep people informed and educated. As the issue became increasingly about social isolation and loneliness, we upgraded Sophie so she could hold long and in-depth conversations about virtually anything, broadening the definition of what an AI companion can be.







האוניברסיטה העברית בירושלים  
THE HEBREW UNIVERSITY OF JERUSALEM

In partnership with the Hebrew University of Jerusalem, we launched Digital Einstein in 2021 as a way to give new generations a way to engage with one of the most important and influential scientific figures in history. Users can ask him about his life and seminal works, or take his daily quiz.

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# Leave your mark on your brand and customer experience

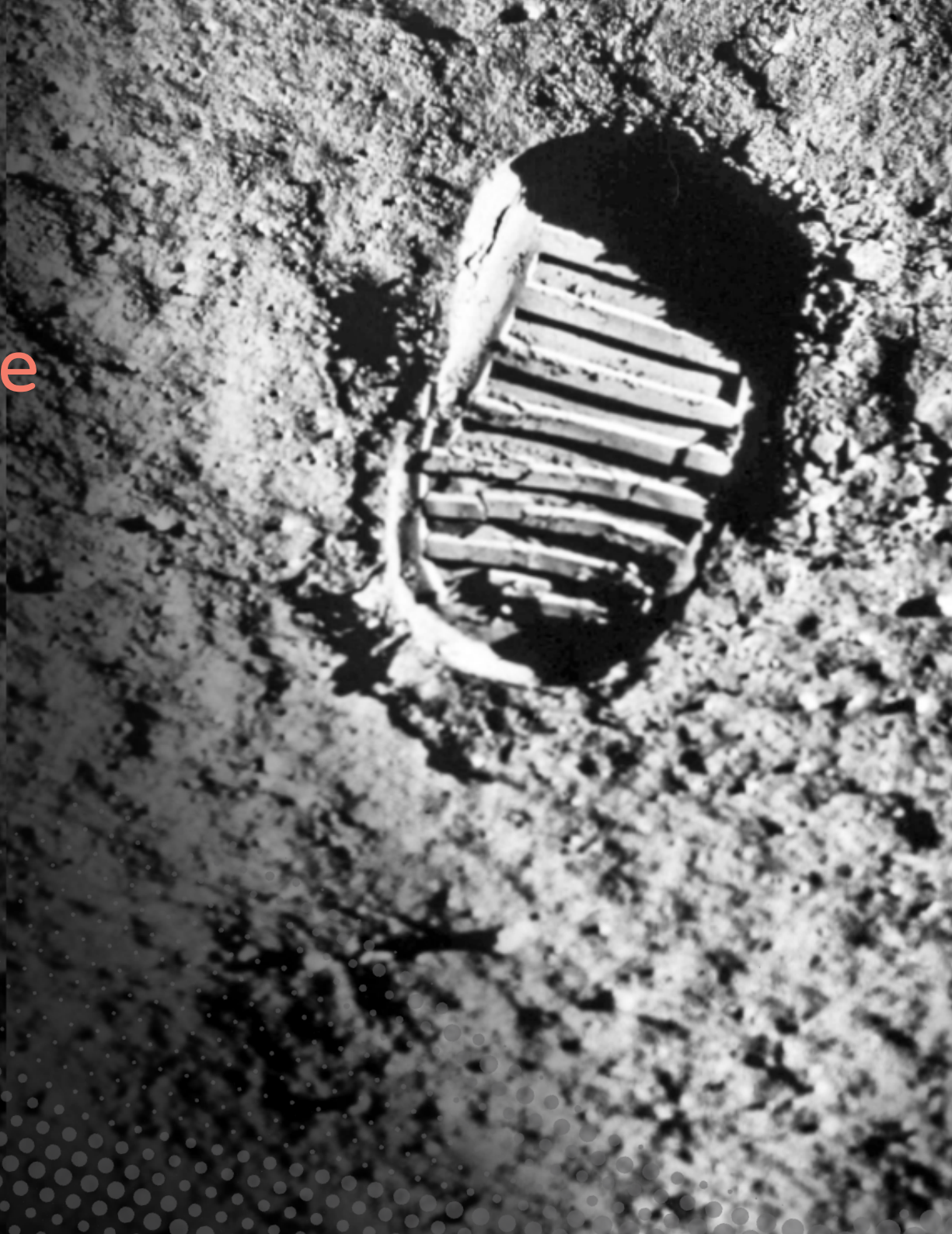
The future of customer experience is both human and digital.

Brands are desperately in need of the human touch – personality-based interactions that can engage consistently across any and every touchpoint.

The team at Uneeq can show you the best practices of implementing a digital human. All you have to do is let us know how we can best help you.

Visit our website, sign up for a free trial of our digital human builder **Uneeq Creator**, or send us your questions – we'd love to help.

GET IN TOUCH







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