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# Digital People and CX in the Metaverse

David Truog, Forrester VP and Principal Analyst, and guest speaker of a recent Soul Machines webinar on Digital People and CX in the Metaverse, answers our key questions and provides industry insights

01

## What are Digital People?

Just as the term “avatar” is commonly used to refer to a visual representation of a human in digital interactions, the term “Digital Person” is often used to refer to an avatar that is a visual representation of a voice bot — if the avatar looks highly human rather than cartoonish and if it is autonomously animated.



02

## What is Autonomous Animation?

The term “Autonomous Animation” refers to the fact that a Digital Person’s visual representation consists not simply of a still image but of a video stream generated in real time of the Digital Person using facial expressions and body language appropriately, as it speaks. The video stream is generated by an AI-based algorithm’s analysis of the meaning of what the voice bot is saying. The algorithm analyzes what the sentences mean so it can make appropriate choices about facial expressions and body language for the digital human as it speaks.

03

### What's the effect of Digital People on humans' emotions?

When humans interact, each person experiences emotions in response to what the others communicate. And those emotions are usually significantly more intense (and therefore memorable) when they are communicated not only through words but also through body language and facial expressions, whether in person or via live video.

Similarly, when humans interact with a Digital Person instead of a disembodied and faceless bot, they experience more intense emotions because the Digital Person, like a human, uses body language and facial expressions, not just words.



04

### How can Digital People convey empathy and inspire trust?

Humans can be much more effective at conveying empathy and inspiring trust if they communicate not only through words but also through body language and facial expressions appropriate to what they are saying. Similarly, Digital People can much more powerfully convey empathy and trust than disembodied and faceless voice bots.

05

### How can Digital People help brands improve customer engagement, loyalty, brand awareness, and customer journeys?

For decades, Forrester's research and CX Index data has proven time and again that of the three components of customer experience quality — ease, effectiveness, and emotion — the one that has the most powerful effect on customer experience quality is emotion, by far. This applies across the board to engagement, loyalty, and customer journeys, all of which can therefore be improved by effective use of the emotions that Digital People can evoke. This powerful potential impact of Digital People on customer experience quality is the reason why many large, global brands are increasingly using Digital People to interact with their customers.

# 06

## Why will Digital People be essential to doing this in the metaverse?

The metaverse is the 3D experience layer of the internet, so it will offer many opportunities for companies to go beyond using bots that use words only, as is common in today's traditional 2D websites, instead representing them as humanlike avatars — Digital People. Companies that mature toward using Digital People effectively will be able to outpace their competitors in terms of forming the emotional connections with customers that are the primary driver of customer experience quality and therefore of its many business benefits, especially loyalty.



## Want to learn more about Soul Machines Digital People?

Soul Machines is a leader in the humanization of AI. We're the only company with a patented Digital Brain and Autonomous Animation technology delivering the full capabilities and goodness of human and machine collaboration in a responsive, relatable and unprecedented way. We bring digital workforces to life for some of the biggest brands in the world including: NESTLÉ®, TOLL HOUSE®, P&G, Twitch, The World Health Organization, The Pan American Health Organization, and more. For information about Soul Machines, visit [www.soulmachines.com](http://www.soulmachines.com).

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