

PUBLIC

# Podcast: Process Transformers Unplugged

Episode 04: Human-Like Interactions, Human-Like Expectations



**Fig. 1 – Cover art of Process Transformers Unplugged podcast**

Figure description – A square cover image with a decorative geometric design of the SAP anvil in light blue. The title “Process Transformers” is featured in the middle of the anvil shape, with the label “Unplugged” appearing above the anvil design, and the logo for “SAP Signavio” is featured at the bottom left corner.

## Transcript

### Introduction

**Lukas Egger:** Hello and welcome to Process Transformers, the podcast that explores business transformation at the intersection of AI and processes. My name is Lukas Egger and I'm the head of innovation at SAP Signavio. You have tuned into another episode of *Process Transformers Unplugged*. Unlike our usual episodes with expert guests, *Unplugged* episodes are just me unpacking one key idea on how AI is transforming business processes. No hype, no clickbait, just clear thought-provoking insights. And today's theme is "Human-like Interactions, Human-like Expectations". So, let's unpack that.

### Preference towards Human-like Interactions

Generative AI is the first digital technology that's capable of engaging in meaningful human-like social interactions. It can recognize emotions, respond with empathy, and adjust its tone in ways that feel convincingly human. And that's really big deal. I would even argue it's the most differentiated and most important factor that sets this technology apart. Why? Because people prefer interactions that reflect their own personality and preferences, which means there's a strong pull toward more natural human-like exchanges with technology. Not just in how we communicate, text to speech or talking to the AI, but more importantly, how technology communicates back with us.

### Emotionality in Product Design and User Experience

And this shift will fundamentally change product perception and satisfaction. Emotionality becomes part of the product design itself, and while that feels new, the idea of emotionality connecting with customers and all of that is certainly not new. Traditionally, brands and hospitality have carried that role. Brands scale but are generic, and employees are well through hospitality, certainly personal, but also very costly and at times very inconsistent. Now bring in generative AI and for the first time, we have something different: industrialized empathy. Generative AI can automate and scale individual relationships, directly or even indirectly, at the marginal cost of electricity, and that will supercharge our experience driven economy.

### Early Examples of Industrialized Empathy

You can already see This very dynamic at play. Early on, when Generative AI came into its own, Character AI exploded in popularity, with users spending over an hour per session, which was far more than on ChatGPT where the typical user session was in the minute range, right? Not because it offered better technology, but it offered an avatar like companion interaction. So, the company character AI quickly reached millions of users before being snapped up by Google. For me, this was the first clear signal. Engagement in AI is not just about knowledge, utility intelligence, it's about emotional connections. And emotional bonds are really powerful. They drive customer loyalty and even allow for premium pricing. Considered the following crude, but I would say quite striking analogy that of a pig, a humble animal. One raised as livestock turns into a commodity. Now the same pig raised as a pet becomes a beloved and priceless part of a family. So, the



difference isn't the pig's DNA, it's solely the emotional bond it managed to create. That's where the intuition comes from. Why this is such a big deal. And, we have seen emotional attachment already play out, where when OpenAI rolled out the new release of GPT-5, many customers wanted a rollback to GPT-4.0, which objectively scored lower on intelligence benchmarks. But the customers they were engaged with the personality. Now think of that: downgrading to a worse technology just because of how it *feels*.

## Measuring Emotional Engagement

Here's the challenge though, we're not yet good at measuring exactly those aspects, namely the emotional bonds that our products create with the customers. Unlike uptime or SLAs, very straightforward KPIs, emotions don't fit neatly into dashboards. Right now, our ability to measure them is at a very simplistic level. I tend to think about those smiley face buttons that you sometimes come across where you can provide feedback on your experience in the public bathroom on the quality of the service through a touch interface. No, seriously, who thought that a touch interface in a public bathroom as a measure for cleanliness is a good idea? Well, anyway, what I want to say is how we measure the interactions between our technology and the emotions they create needs to go a long way. So, whether it's courtesy, companionship, sycophancy, or humor, how we understand and dial up and down these capabilities, this will make or break the user experience from many products.

## Considerations -- Emotionality as a Competitive Advantage

And as AI embeds itself deeper into every product, emotional resonance will become a major differentiator. That also by the way, raises responsibility. With emotions baked in, dark patterns become a real risk. We all know those unsubscribe links that hide in the tiniest fonts and sometimes the same color of the background. Now imagine manipulative emotional nudges scaled through AI. Companies that embrace emotionality responsibly personalizing interactions, designing fallbacks, and continuously improving without manipulation, they will win. But we have to get good at it.

## Conclusion

So, here's the bottom line: in an agentic AI world, the emotional layer of technology is no longer optional. It's a competitive advantage. Companies that understand and master this will shape not only how products function, but how they feel, and feelings are where loyalty and value live. And with that, thanks for listening to another episode of *Process Transformers*. This podcast is brought to you by the dedicated efforts and the hard work of our entire team. So, our heartfelt thank you to Beyza Kartal, Reagan Nyandoro, Erica Davis, Cecilia Sarquis, Fawzi Mourad, and Julien Thevenod. If you have questions or comments, email us at [processtransformers@sap.com](mailto:processtransformers@sap.com), and until next time, for another transformative conversation.

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