

ILENIA VIDILI

THE HUMAN EDGE IN A
MACHINE-POWERED WORLD

VISIT SUMMIT 2026, 15 SEPT, GOTHENBURG



10 Questions To Create Your Human Magic:

1. Which of your current customer experience investments will be table stakes in three years, and what are you doing that will still differentiate you when they are?
2. If a machine customer shortlisted five providers in your category tomorrow, would you make the list? And once you were on it, what would make a human choose you over the other four?
3. Where in your customer journey do you actually get remembered? Can you name the specific moment?
4. How much of your budget is spent getting found, and how much is spent being remembered?
5. Where is the human gesture currently sitting in your accounts, as a cost to be minimised or as a product you invest in? What would change if you moved it?

6. Whose story does your last campaign tell, yours or your customer's? Count how many times you are the hero of it.
7. What is one rule in your company that stops your people from saying yes? What would it cost you to remove it?
8. Think of the last time one you or one of your people did something for a customer that no policy required. What was it and what was the outcome?
9. Who are your magic spotters, by name? Can you appoint anyone?
10. What is one 1% change you could make next week in how you greet, train, or decide, that costs nothing and that a customer would actually notice?

Notes