BRIDGING TECHNOLOGY & EMOTION

Elevating Customer Experience through digitalEQ®

In a landscape where digital transformation is no longer a choice but a necessity, the real differentiator is not just the technology you deploy but how you connect with the people who use it. As businesses race to implement AI and automation, a critical question arises: Are we losing the human touch? Sheri Fitts, a pioneer at the intersection of digital influence and emotional intelligence, believes that technology should amplify human connection, not replace it.

With her innovative methodology—digitalEQ®—Sheri offers a fresh perspective on blending emotional intelligence with digital strategies to create customer experiences that are not only seamless but profoundly engaging.

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Session Objectives

- Understand the Role of Emotional Intelligence in Modern CRM: Explore why emotional intelligence (EQ) is essential for today's customer interactions and its direct impact on satisfaction and loyalty.
- Humanizing Digital Interactions Using AI and Technology: Learn practical techniques for using AI and technology to enhance, not diminish, the human aspect of customer experience.
- Enhancing Customer Experience through Emotional Intelligence: Discover how to integrate EQ into every customer touchpoint, creating more meaningful and satisfying interactions.

Key Takeaways

- A Framework for Digital Emotional Intelligence: Attendees will gain a comprehensive understanding of digitalEQ®, a framework designed to infuse emotional intelligence into digital strategies, humanizing customer interactions.
- Practical Strategies for Humanizing AI: Sheri will share actionable strategies for designing AI-driven customer journeys that feel personal and empathetic, ensuring customers feel valued and understood.
- Tools for Measuring Emotional Impact: Learn methods for measuring the emotional impact of customer interactions, using data to refine and improve customer experiences.

INSPIRE & ENGAGE YOUR AUDIENCES

Sheri Fitts: Speaker, Creator, Catalyst

Sheri Fitts is a trailblazer at the intersection of emotional intelligence and digital technology and the visionary behind digitalEQ®. Known for pushing boundaries, Sheri transforms the way financial professionals build trust and connect—leveraging technology to amplify empathy and authenticity. Her unique approach merges next-level digital strategies with a human-first mindset, cementing her place as a top thought leader in the financial services space.

Through digitalEQ®, Sheri empowers professionals to deepen emotional connections and build lasting trust. In a world where emotions often drive decisions, these personalized engagements are the cornerstone of long-term loyalty and business success.

As the founder and host of SWAY | LIVE, Sheri leads a first-of-its-kind event that challenges professionals to embrace their true selves, strengthen relationships, and supercharge their personal brands. Her philosophy? Authenticity, trust, and innovation form the foundation of meaningful connections—and the fuel for growth.

As AI reshapes industries, Sheri's blend of compassion and tech-savviness offers the perfect guide for those navigating this brave new world. She shows that empathy and technology aren't just compatible—they're a powerful force when combined.

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