

# opinions

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## LE POINT DE VUE

de Daniel Julien

# AI will elevate the use of emotional intelligence

**T**echnology only makes sense if it serves mankind. It has become essential to our daily lives only because the tools created to support its evolution have gradually integrated an emotional approach, a distinctive strength of our human species.

In today's largely digitized society, the demand for human connection has never been stronger. The emergence of the new generation of generative artificial intelligence heralds a new golden age of technology.

In the span of just a few months, several hundred million users have tested this tool between wonder and fear of its implications within our society and the world of work.

Some doomsayers have already begun warning that generative AI could supplant human existence. Meanwhile, other more optimistic observers consider generative AI as a potentially powerful tool for renewing a constructive dialogue between all members of society: citizens and consumers on one side; government services and businesses on the other.

The customer relations industry can provide some valuable forward-looking views on how we might evolve with AI. Theoretically, the customer service sector addresses the principles of the Maslow pyramid, which prioritizes the needs of individuals. The more society develops, the more basic needs are satisfied and the more the demands of

individuals evolve towards emotions, search for meaning, purpose and more.

Players in the customer relations sector have already been using artificial intelligence tools for several years in order to continuously improve the effectiveness of the relationship with the end user. But now, with its ability to synthesize the most complex requests, today's new generative AI marks a breakthrough. It presents itself as a benevolent super assistant capable of offering the most appropriate, and therefore most satisfactory initial responses.

## Generative AI will enable organizations and employees to focus on the noblest parts of their work

In fact, generative AI will enable organizations and employees to focus on the noblest parts of their work: reorganizing, enriching and connecting with customers with empathy.

It will empower people to use their emotional intelligence more

effectively, which is what sets us apart from the machines. After all, despite the impressive results from the latest generative AI platforms, they remain purely statistical tools devoid of self-reflection, common sense and human emotion.

As with any new disruptive technology, generative AI must be monitored and secured to protect personal data and intellectual property. Particularly when an answer is not obvious, generative AI can produce false claims -hallucinations- that can be dangerous, hence the need for systematic human monitoring. For generative AI to remain an effective tool, the data sources it leverages must be credible.

It shouldn't be a surprise that a broad consensus is emerging calling to regulate this new generation of AI. For the first time, Silicon Valley innovators share the opinion of Western political powers that generative AI must be regulated in order to make it acceptable and accepted by all.

As technology rapidly evolves, the solution is to have the right combination between artificial intelligence and human rational and emotional intelligence in order to build a digital society that is more inclusive and closer to individual needs.

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and CEO of Teleperformance