



Comparing Human Virtual Assistants and AI

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Have you been dabbling with ChatGPT or other AI apps to help you with your business?

We see a new world opening up with AI-type apps. But we have also discovered that AI won't replace a human virtual assistant (HVA). Don't get me wrong: AI is super cool and helpful, but it needs a human to guide it.

Many small business owners believe that AI's knowledge is solely derived from Google searches and SEO strategies, but this is not entirely true. AI doesn't rely on these methods to gather information and generate responses. Instead, it has been trained on vast amounts of data, enabling it to gather relevant knowledge and generate meaningful sentences efficiently.

AI-generated content has many pros, but there are cons that need to be considered as well.

PRO: Lightning Fast! AI can generate content in minutes vs. what may take a human an hour or more to write. And you won't find AI having writer's block.

PRO: Better SEO? The question mark is due to the cons we discuss below. But, for a particular topic, AI will pull SEO-optimized content it finds that's already out there on whatever topic you're writing about. It's great to use for content ideas.

CON: Plagiarism Concerns. As HubSpot explains, "AI pulls from multiple sources to create the content users search for, but you wouldn't know that because it never provides citations. The legal risk is that an author or artist can sue for blatant plagiarism of their original work if it's too closely related."

CON: Google and Potential Devaluation. Experience.

Expertise. Authoritativeness. Trustworthiness. That is E-E-A-T, a concept that used to be E-A-T, but, in December 2022, Google added the "experience" to the concept. What Google is saying is that where the author has actually experienced the topic they are writing about, it will reward the page. In other words, if you are writing about the best diner in an area, you must have actually visited it. If you've been working on SEO the whitehat way, using AI-generated content without altering it in your own words could hurt the progress you've made! Make sure you also assess any content you use generated by an AI for offensive, inaccurate, or jumbled content. And most of all, duplicate content that AI may have written for someone else with the same search criteria.

Human Virtual Assistants (HVA) have unique skill sets that set them apart from AI apps because they are human...they have emotional intelligence, empathy, the ability to read between the lines and interpret information, and the ability to understand emotions and respond with genuine care. These traits help drive individualized results in particularly complex situations.

By empathically listening with intention, they can identify problems efficiently and provide personalized guidance. AI apps do not possess these skills. Here are some skill sets HVAs have over AI:

Adaptability and Critical Thinking
HVAs excel in meeting diverse challenges due to their adaptability and critical thinking skills.

They can analyze situations, think creatively, and develop tailored solutions beyond rigid algorithms—whether it's problem solving, customer

service correspondence, strategic planning, or decision-making. HVAs bring agility and ingenuity to every endeavor they take on.

Natural Language Fluency and Communication
Language is an intricate art form, demanding more than technical precision to express it.

HVAs can navigate cultural nuances, humor, and verbal tone effortlessly.

They excel at this through crafting compelling content, managing customer interactions, and conveying complex ideas with authenticity and personalization.

Building Trust and Long-Term Relationships
Trust is essential in any healthy relationship, and HVAs excel at cultivating it.

By consistently engaging clients, HVAs develop strong trust-based bonds that provide personalized support services.

So, now let's talk about what Artificial Intelligence (AI) offers:

Efficiency and Speed
Artificial intelligence systems are designed for efficiency, with rapid task execution capabilities that provide quick insights and recommendations. Businesses can use AI to gain rapid automation for faster completion of certain tasks.

Continuous Development
AI technologies are constantly developing and improving. AI tools release new features and capabilities regularly to give businesses access to the latest advances in technology.

So, which is best? Can you have the best of both worlds? Let's look at some tips on helping you decide how to use HVAs and AI:

Selecting HVAs or AI Depends on Various Considerations
HVAs excel at tasks that require individualized attention, critical thinking, and empathy—ideal for complex problem solving or client interactions, personalized support, or client relations.

Artificial Intelligence excels at data-driven tasks that require efficiencies, such as repetitive routines and analysis.

Security and Privacy Considerations
HVAs provide increased security when handling sensitive data, unlike AI systems which rely heavily on data for their functioning,

creating potential privacy and misuse issues related to personal information shared via such systems.

When performing confidential tasks or sensitive tasks, HVAs win on this.

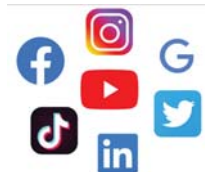
Client Preferences and Relationship Building
HVAs' ability to establish meaningful connections could prove invaluable if your business relies heavily on building customer trust and long-term relationships.

A human virtual assistant trained in AI prompting would be a priceless addition to your team.

HVAs bring emotional intelligence, adaptability, critical thinking, and the ability to build trust and lasting relationships.

AI offers efficiency, continuous improvement, and scalability.

If you opt for using AI, leveraging human virtual assistants can enhance productivity, customer satisfaction, and overall success in your small business.



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