











REPETITIVO



A woman in a purple dress and crown stands with her hands on her hips, looking away from the camera. The scene is lit with a strong blue light, creating a futuristic or industrial atmosphere. A purple banner with the word "REPETITIVO" is overlaid on the image.

REPETITIVO



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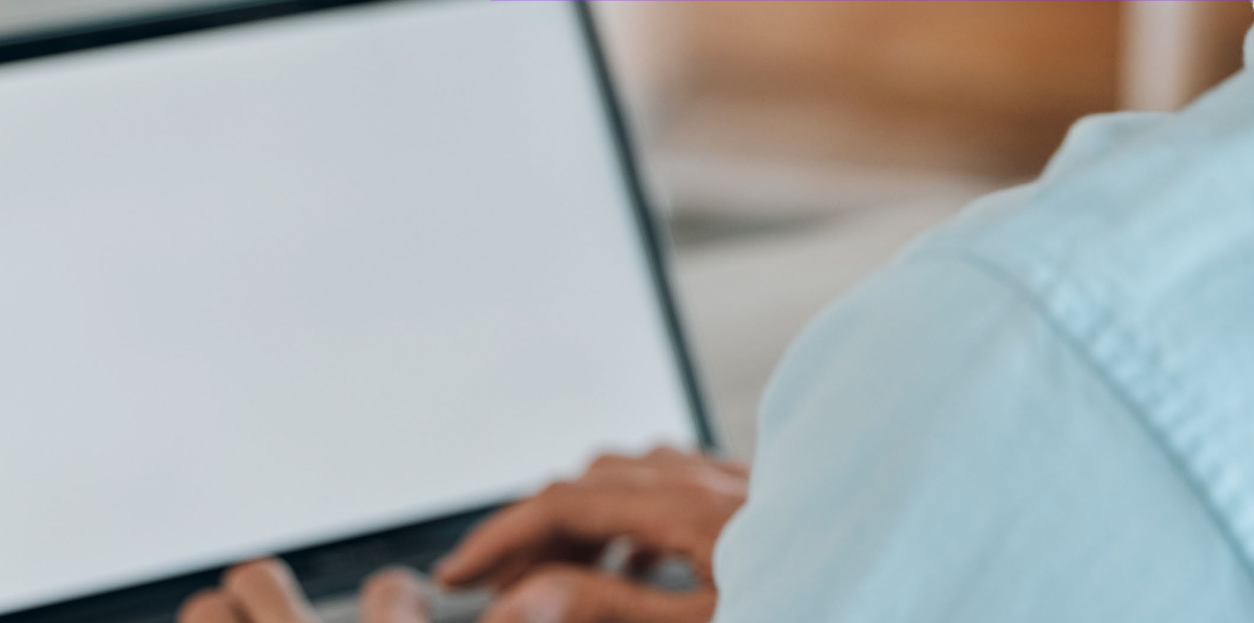
REPETITIVO



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¿Cómo es posible?





Feels Like the First Time




“As AI makes computers better at talking and behaving like human beings, humans are choosing — or being forced — to behave more like machines.”

People are becoming more robotic and AI could make it worse.

Axios - 2023

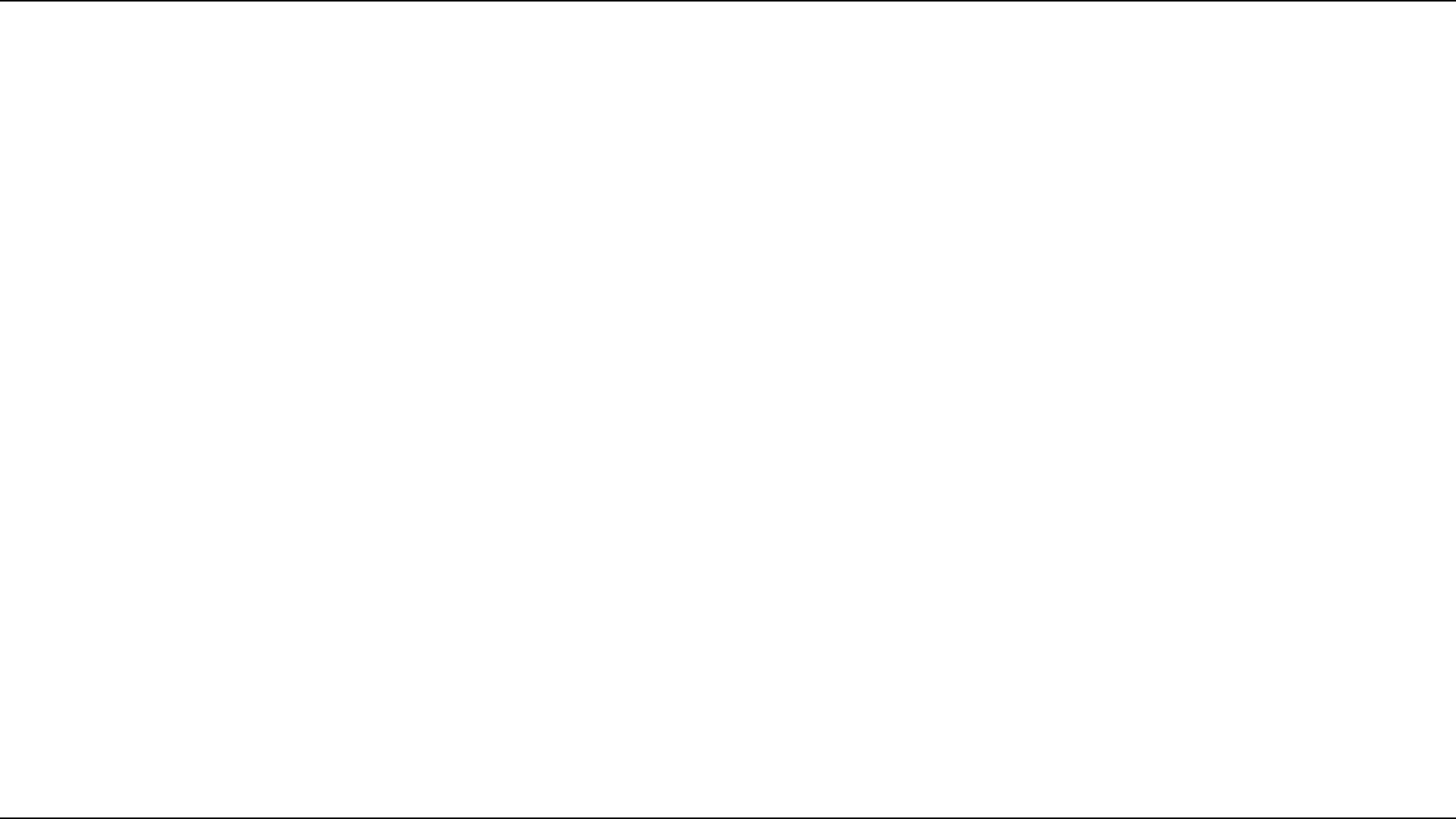


A woman in a call center wearing a headset and looking frustrated with her mouth open. She is wearing a light pink blazer over a grey top. She is sitting at a desk with a computer monitor and keyboard. The background shows a modern office with large windows.

“Agents do not come preloaded with indifference; it builds over time as job roles and values fail to align.”

How to Prevent Agent Apathy
Justin Robbins - 2023

Apático





Feels Like the First Time




**Práctica 1:
mantener el
control**

A woman with long dark hair, wearing a black blazer over a light blue shirt and a black headset with a microphone, is sitting at a desk. She is looking towards a laptop screen with a surprised expression, her mouth open and eyes wide. Her right hand is raised near her face. The background shows a white shelving unit with various papers and folders.

**Práctica 2:
sorpresa falsa**

Práctica 3: usa IA



A close-up photograph of a man with a full grey beard and black-rimmed glasses. He is wearing a mustard yellow hoodie and is looking down at a black smartphone held in his hands. The background is softly blurred, showing a green plant and a light-colored wall. A purple rounded rectangle is overlaid on the left side of the image, containing white text.

**Práctica 4:
Ser genuino**

1% 

**Práctica 5:
carga tus pilas**



Be Innovative

Be Fast

Be Genuine

Be Smart with AI

Be Ready to Return

Be Human

usan

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