

7 ways to emotional engage with Customers

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Behavioural Economics



Psychology

Subconscious

Emotions

Rational
Action

Confirmation
Bias

*"Your call is
important to us"*

Feel frustrated

Puts the phone
down

7 ways to emotional engage with Customers



1. Embrace the fact people buy emotionally and justify with logic
2. Realize sometimes Customer don't know what they *really* want.
3. Define the emotions that drive value \$\$\$ for you
4. Embrace the fact that emotions are the real drivers of loyalty
5. Design an emotionally engaging experience
6. Train your people on how to evoke these emotions
7. Measure the emotions that drive value



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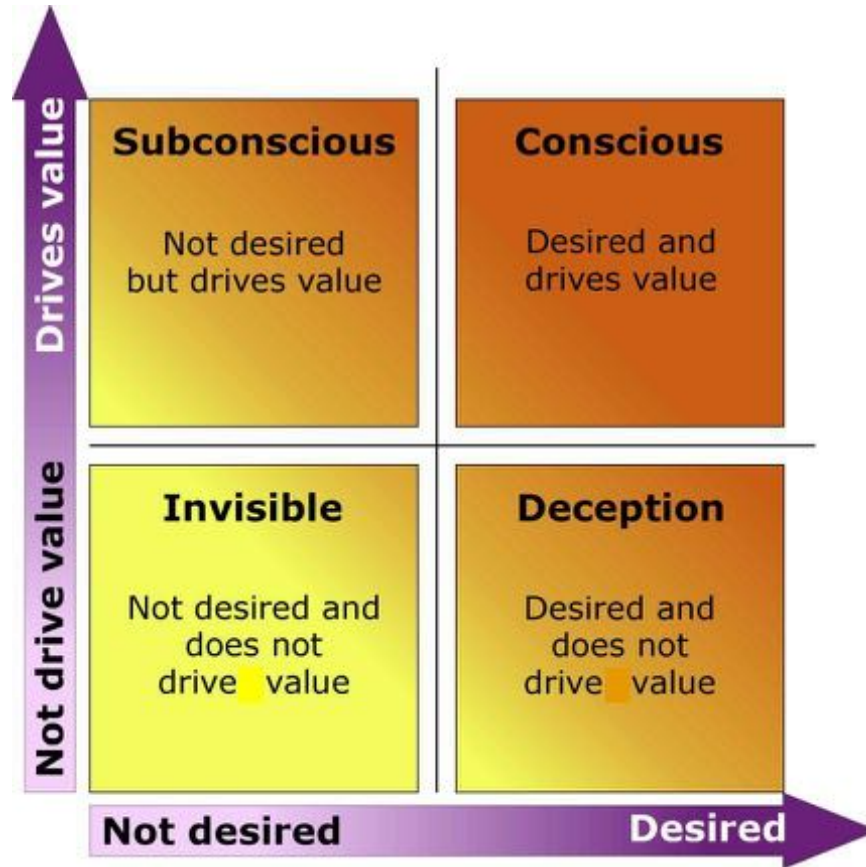


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Emotional Signature® : Modelling the Experience



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Mobile Phone Company

Desired by Customer

Effect on Value

Top Ten

Is a company that is setting trends

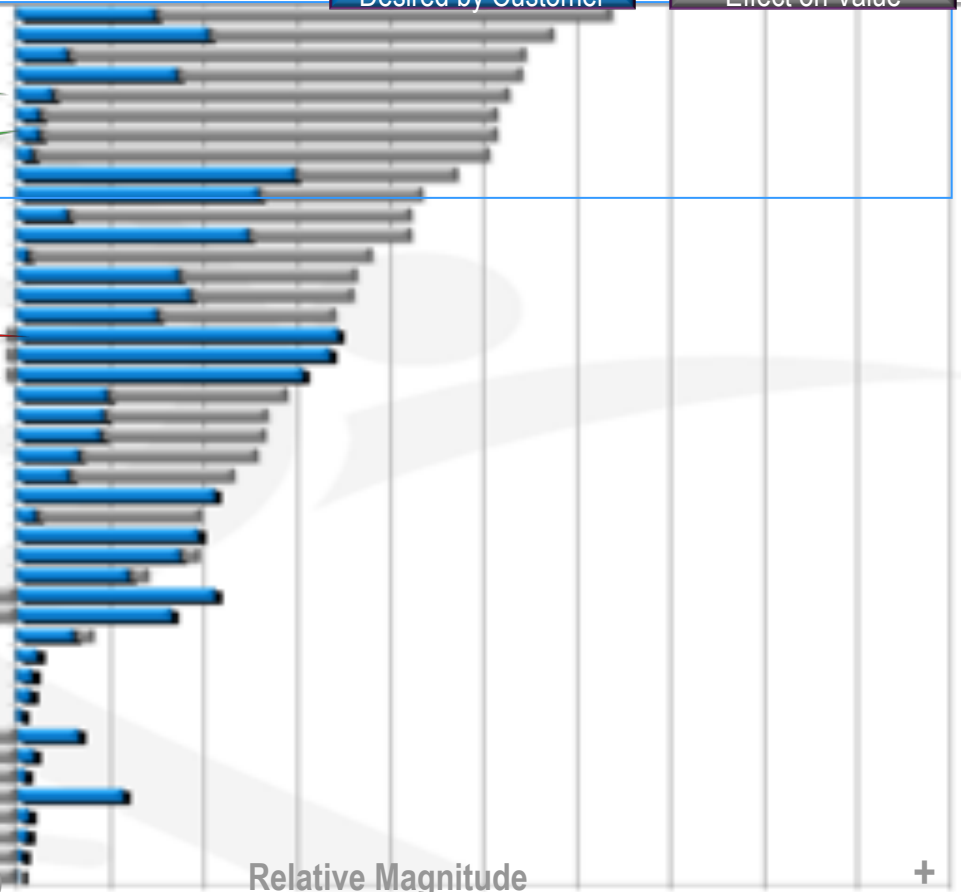
Positive presence in my local community

Reliability of Network

Quality of Network

Speed of problem resolution

- Appropriate information messages are sent to me
- Positive presence of in my local community
- Services are activated on time
- Knowledge of Customer Care Agent
- Reliability of Network
- Quality of Network
- Speed of problem resolution
- Convenient bill payment/recharge options
- Ease of sign up process
- Clarity of advertising
- Spoken to on a language of choice
- Convenience of store location
- Friendly greeting in store
- Simplicity of bill layout
- Timeliness of bill delivery
- Choice of bill delivery method
- Waiting time to be served
- Fully informed of waiting time
- Appearance of retail store staff
- Look and feel of store
- Appropriate literature in store



Relative Magnitude

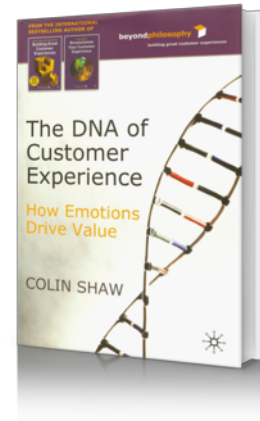
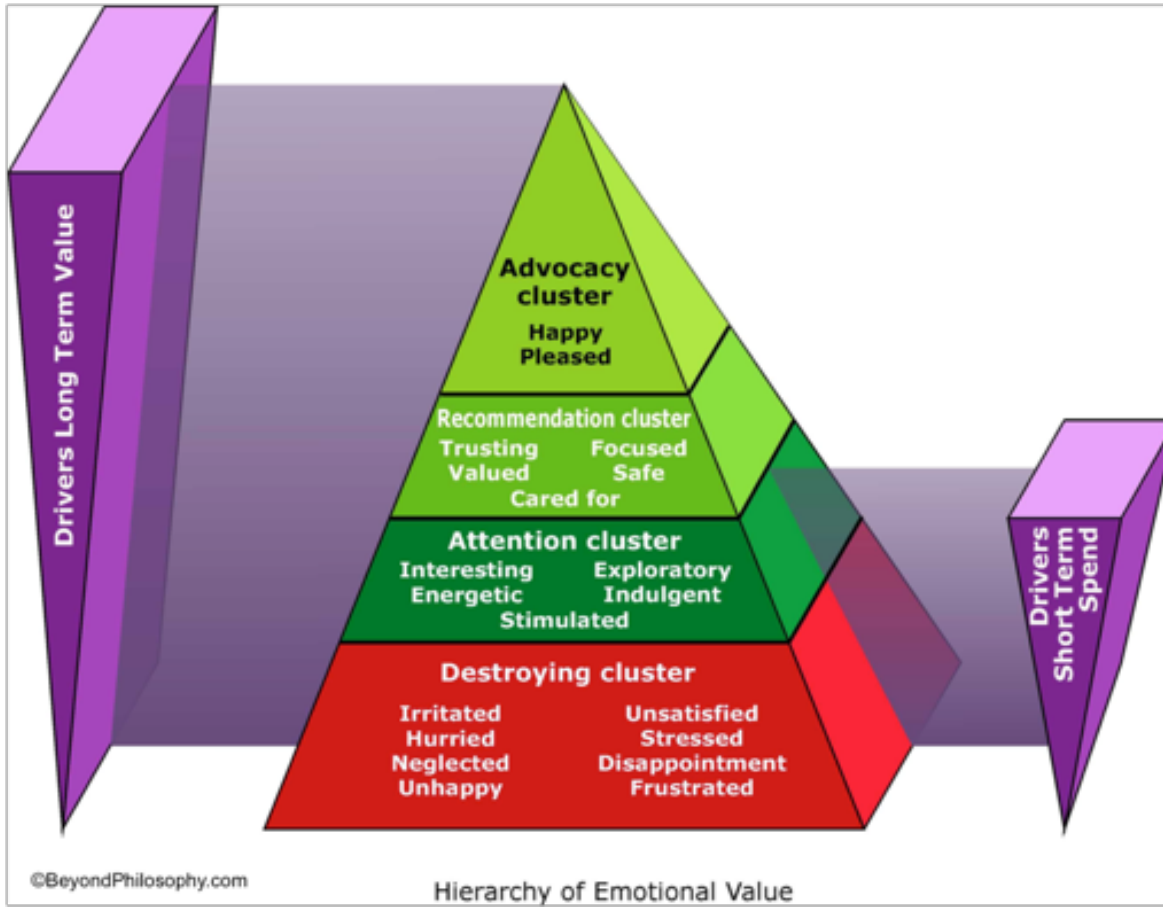
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Maersk Line Customer Experience Statement

- our goal for every customer experience

Trust

Be honest, set realistic expectations, follow-up on your commitments

Cared For

Know your customer, be proactive, be adaptable

Pleased

Take ownership, show enthusiasm, do a little bit extra

We want
customers to feel...

Trust

Be honest, set proper expectations, follow-up on your commitments

Making the customer feel trust means:

- Setting proper expectations
- Always respond within the committed timescales
- Staying up to date on issues that impact the customer
- Owning up to mistakes
- Taking responsibility and ownership of solving problems
- Operating with high safety and environment standards
- Being honest and upright

Making the customer feel trust is not:

- Blaming other Maersk departments or systems
- Telling customers to call someone else
- Hiding mistakes or issues
- Bypassing or being ignorant of legal issues
- Acting as a poor corporate citizen

We want
customers to feel...

Cared For

Know our customers, be proactive, be adaptable

Making the customer feel 'cared for' means:

- Taking ownership of issues
- Showing interest in and knowing our customers and their business
- Providing multiple channels for the customer to contact us
- Adapting to customers specific needs
- Design systems with the customer needs in mind
- Being empathic
- Taking proactive measures
- Being concerned about the customers success

Making the customer feel cared for is not:

- Breaking regulatory guidelines to meet customer needs
- Answering the phone like a robot
- Letting a bad call affect your next customer interaction
- Communicating to the customer in Maersk jargon
- Spamming Customers
- Ignoring the impact of business decisions on customers

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Experiencing self

Remembering self



Source: Professor Daniel Kahneman

Peak End Rule



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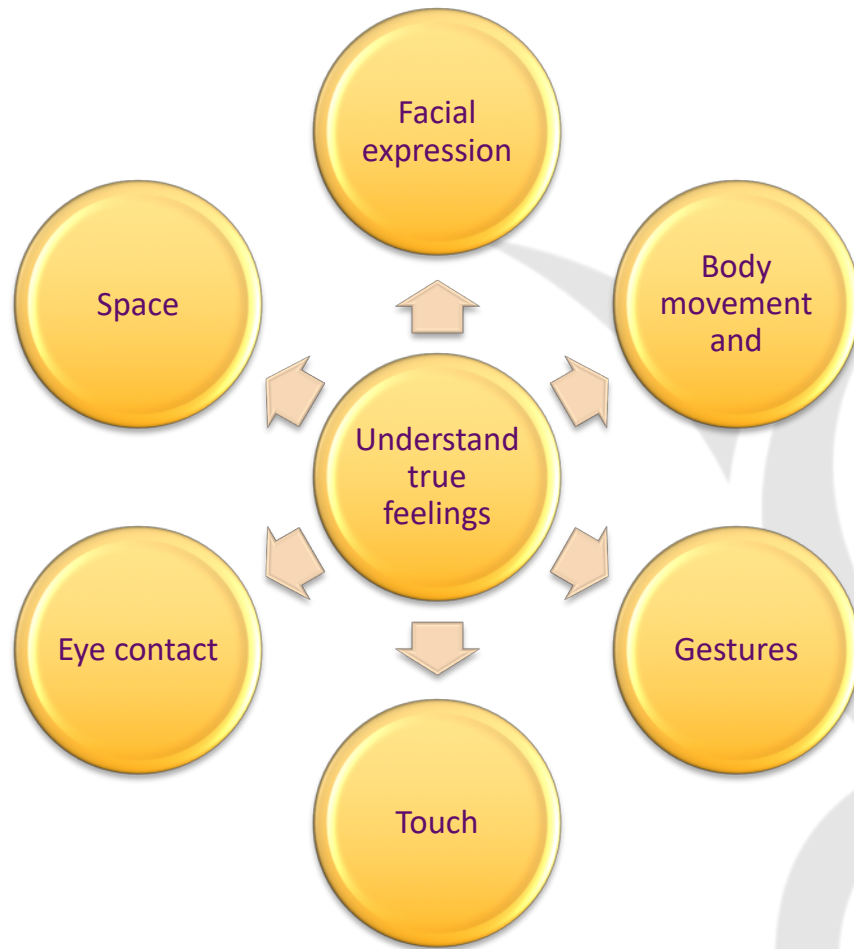
What are the verbal
& nonverbal clues
the Customer is giving
me?
I can now understand
how they are feeling



What are the verbal
& nonverbal clues
I should give to the
Customer to evoke the
desired emotions?

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