



CLARABRIDGE

7 Ways to Emotionally Engage with your Customers

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The **three E's** of *Customer Experience*

EFFECTIVENESS

Customers get **value** from the experience.

EASE

Customers get value **without difficulty**.

EMOTION

Customers **feel good** about the experience.

SOURCE: FORRESTER RESEARCH

Why do Emotions matter?

- What we **experience** ≠ What we **remember**

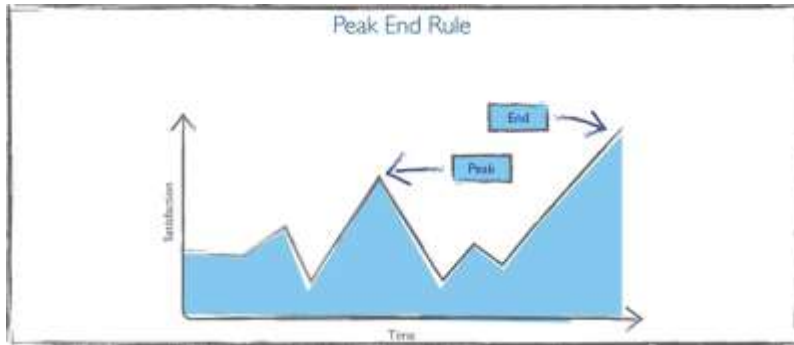


IMAGE SOURCE: The UX Blog

Memory is an average of the peak and very end of an experience.

- Customer experience does not drive loyalty
- Customer **memories** of their experiences drive loyalty

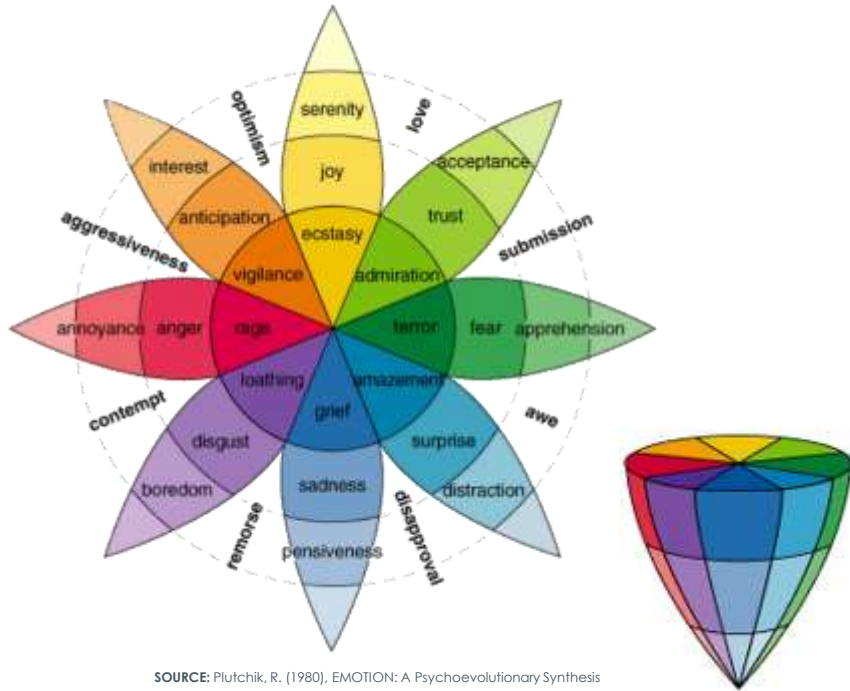
Emotions are integral to decision-making

1 Memories of an experience **don't always reflect reality**

2 Emotions **can impact an experience** as it unfolds

3 Negative experiences **outweigh** positive ones

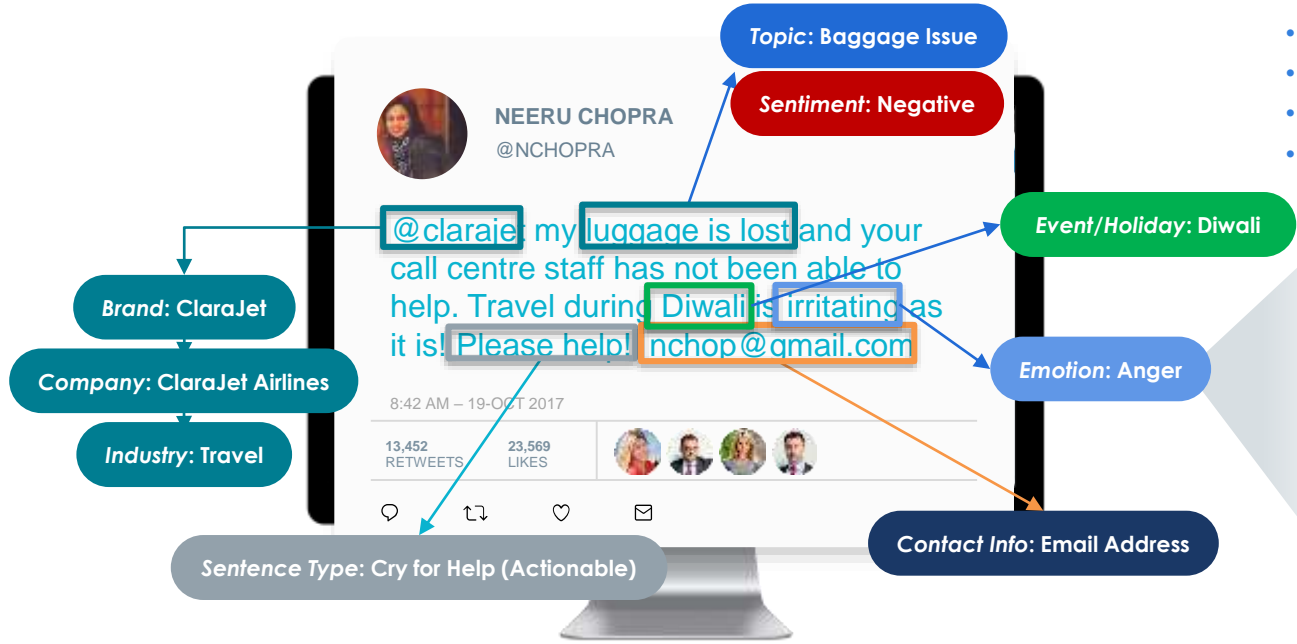
Can Emotions be measured?



SOURCE: Plutchik, R. (1980), EMOTION: A Psychoevolutionary Synthesis

- Emotions are a **continuum**
- They **flow naturally** as the experience progresses
- One Emotion will often lead or at least influence another
- **Emotions \neq Sentiment**

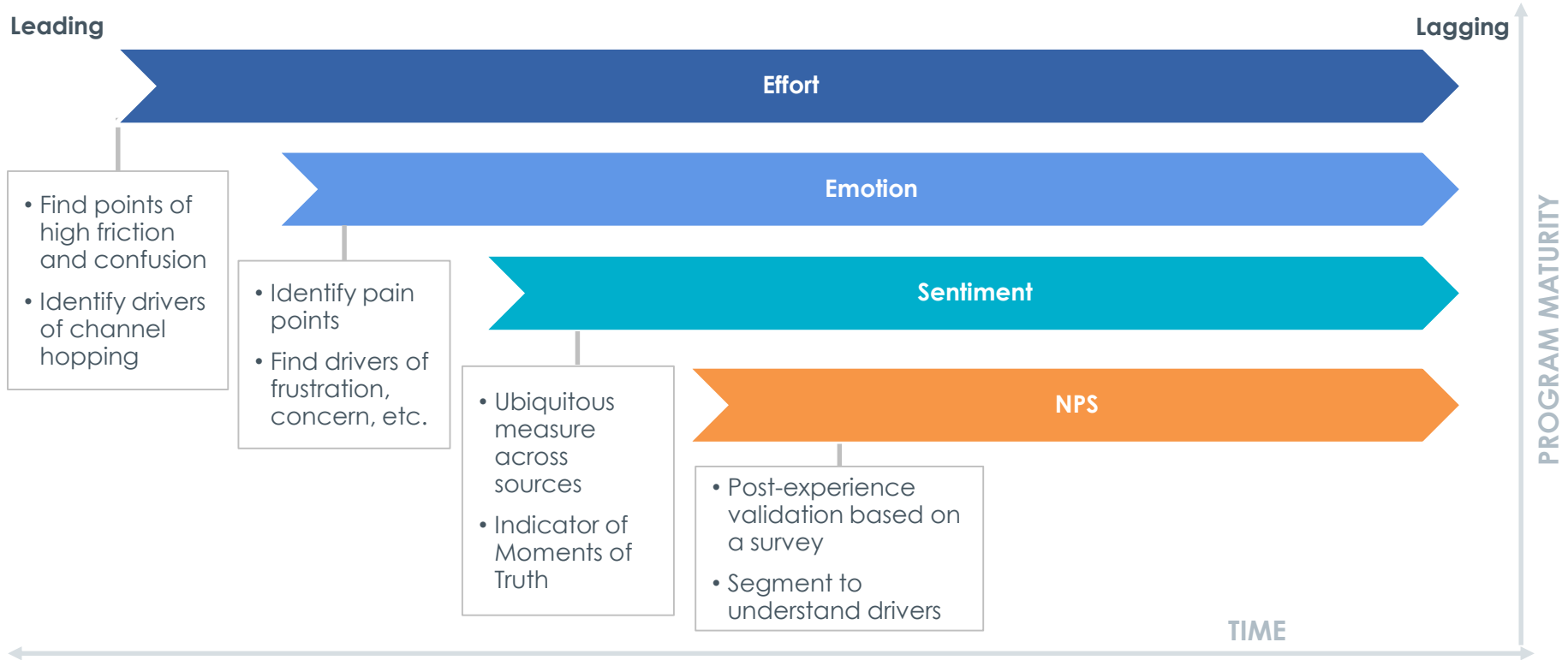
Text Analytics unlocks Emotions



- EXPANDED EMOTIONS MODEL
- DUAL TIER MODEL
- 10 BROAD EMOTIONS
- 48 TOTAL EMOTIONS
- SPECIFIC TO CUSTOMER EXPERIENCE



Putting it all together...





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customer interaction, in one platform

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