



EMOTIONAL CUSTOMER EXPERIENCE

WHAT IS EMOTIONAL CUSTOMER EXPERIENCE?

How Emotions Drive Customer Experience

How customers feel about their experience with your company matters more than whether or not they like your product. The former is considered emotional satisfaction, while the latter is rational satisfaction.

Source: <https://www.questback.com/blog/how-emotions-drive-customer-experience>

**AN EMOTIONAL
CONNECTION
MATTERS MORE
THAN
CUSTOMER
SATISFACTION**

HOW TO CREATE AN EXPERIENCE

- *Always speak with a sense of enthusiasm.*
- *End a conversation smoothly*
- *Be proactive in addressing customers' concerns*
- *Use power words to increase impact and emotional resonance*
- *Treat them with humanity*
- *Resolve issue soon as possible*
- *Offer web chat as a customer service channel*

89%

*of customers have stopped doing business
with a company after experiencing
a poor customer experience*

HOW TO SMOOTHLY END A CONVERSATION?

"Have a good day."

"Have a nice night."

"See you tomorrow."

"You guys have a great night."

"Talk to you later."

"Make today fantastic!"

"Have a wonderful evening!"

"I'm looking forward to seeing you soon!"

"I really enjoyed our conversation."

POWERFUL WORDS TO USE IN A CONVERSATION

Approved.

Reliable.

Authentic.

Certified.

Recognized.

Complete.

Endorsed.

Guarantee.

Lifetime.

Value.

Money Back.

No Obligation.

Protected.

Proven.

Result.

Secure.

Tested.

Unconditional.

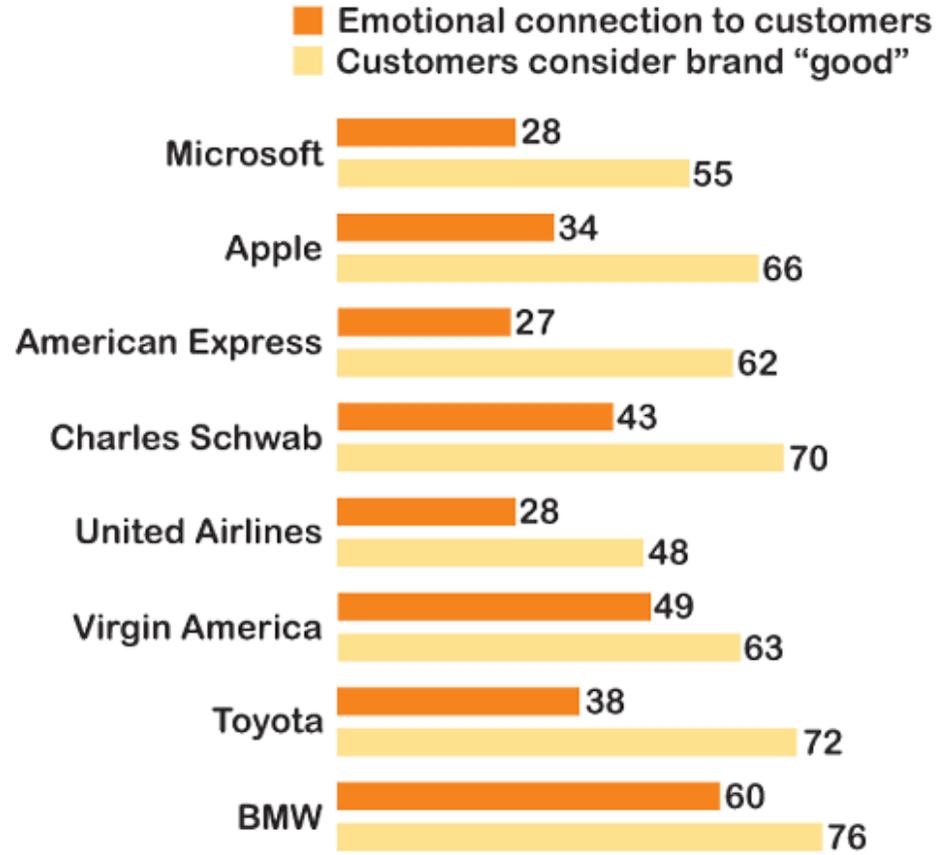
Trust.

Safe.

According to Human Sigma: Managing the Employee-Customer Encounter, research by Gallup,

“Emotionally satisfied customers deliver enhanced value to a company, for example, by buying more products, spending more for those products, or returning more often to or staying longer with the business. Rationally satisfied customers, on the other hand, behave no differently than customers who are dissatisfied.”

A study by HBR revealed that emotionally connected customers are 25-100% more valuable than just highly satisfied customers.



Sources: <http://helprace.com/blog/where-do-human-emotions-fit-in-the-customer-experience>

*The customer is not always right,
but your job is never to show
them how they're wrong.
Your job is to be professional,
courteous, accommodation... And
to demonstrate emotional
maturity even under stress...*

-Steve Dorfman