get smart about
customer
emotions

**Emotion analytics uses data to predict future decisions
and create stronger customer engagement.**

ttec™

table of
contents

thinking vs. feeling

We like to think we're capable of making purely logical decisions—but we'd be lying to ourselves. Studies show that many of our decisions are greatly influenced by emotion. However, human emotions are complex, fleeting, and context-sensitive. Have no fear.

We'll demonstrate how to better connect with customers using algorithms that identify the underlying emotions in text and speech and convert those insights into action.

95% of our purchase decisions take place unconsciously.

In 17 out of 18 industries, how an experience made customers feel influenced customer loyalty more than a product's effectiveness or ease of use.

Campaigns with purely emotional content performed 2Xs as well as ads with only rational content.
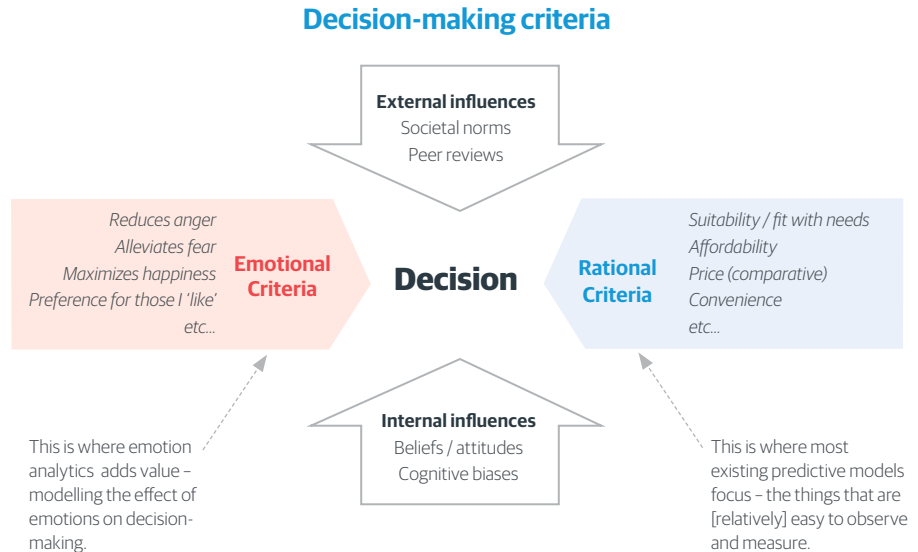
the role emotions play in
decision making

Almost all human decisions have an emotional component – it is just a question of which ones and to what degree.

Customer experiences – that can dramatically effect outcomes – are a combination of what actually happened and how it was perceived.

Emotion analytics give us a better understanding of the emotional criteria that influence decisions and what to do to influence them (in that regard, it is both descriptive and predictive).

When it comes to decisions involving money, people are far from rational – especially when the decision is complex or the alternatives are similar.

Decision-making criteria

External influences
Societal norms
Peer reviews

Reduces anger
Alleviates fear
Maximizes happiness
Preference for those I 'like'
etc…

Emotional Criteria

Decision

Rational Criteria

Suitability / fit with needs
Affordability
Price (comparative)
Convenience
etc…

Internal influences
Beliefs / attitudes
Cognitive biases

This is where emotion analytics adds value – modelling the effect of emotions on decision-making.

This is where most existing predictive models focus – the things that are [relatively] easy to observe and measure.

why do emotionally connected customers matter?

Emotionally connected customers buy more of your products, exhibit less price sensitivity, are less likely to churn, pay more attention to your communications, and recommend you more.

Product features and prices are easily commoditized and customer satisfaction is rarely a competitive differentiator.

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Customers who are emotionally connected with a brand are 52% more valuable than customers who are just highly satisfied, reports Harvard Business Review.

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Sales professionals have long recognized that while making rational arguments to purchase a product or service is an important foundation to making the sale, connecting with the customer's emotions is essential to "sealing the deal."

the challenge

Emotions are:

Individual
how we react to an event or situation is dependent to what we have experienced before and no two people (including twins) have had exactly the same experiences.

Situational
if and how strongly I feel emotions is also dependant upon the context - for example, what I am trying to do and how I am already feeling.

Fleeting
even strong emotions don't last for long, they come and go in moments. However, that doesn't mean that the effects don't accumulate over time.

Unpredictable
try though we might and because of the above, its impossible to accurately predict how a specific person will feel as a result of an event.

Traditional data science techniques used in isolation simply don't work.

the solution
score and map customer emotions

Our research has shown that it is possible to predict future customer behavior based on customer emotions.

The key is a multi-dimensional score that indicates the likely current emotional state of every customer in a customer database. The core of this system is the Customer Experience Vector (CXV).

CXV combines data science (segmentation, predictive modelling, etc.) with behavioral science (analysis of feelings, perceptions, etc.).

The solution converts fleeting emotions into persistent, long-term emotion maps (sets of numbers) that represent each customer's unique journey.

Our approach is not dependent upon surveying each customer. It extrapolates experiences across customer journeys and interactions.

Because the solution is not dependent upon survey scoring, it can be used to generate CXV scores for the whole customer base and in near real-time.

It does this at scale (for every customer in the database), automatically and frequently (every day) and gives a simple-to-use score that can be embedded within operational systems (such as CRM, marketing, service-desk, etc.).

CXV functional overview

Transactions

Data Management   **Data Analytics**

Narratives

Text Analytics   **Analytics / Scoring**

Enhanced Single Customer View (CXV)

Reporting   Financial Modelling   Sales / CRM   Marketing   Service / Support
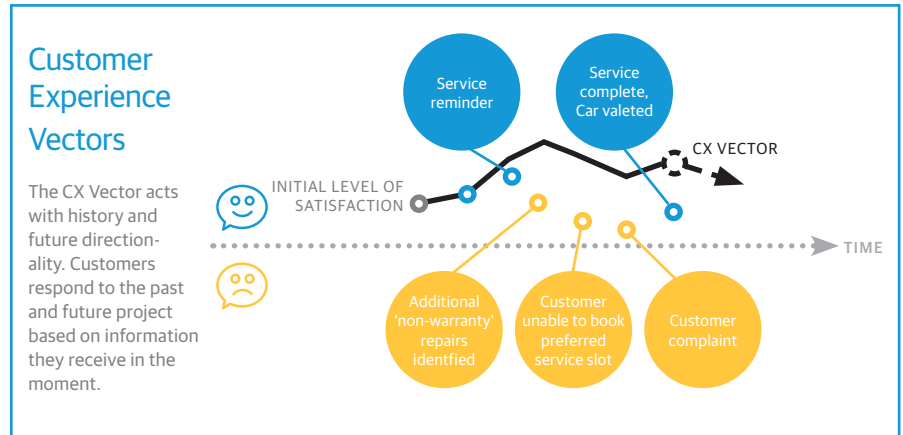
a closer look
at the CX Vector

A CX Vector contains what we call "weak signals." They are indicators that may otherwise be missed because they are so small when looked at as a single snapshot. But taken over time and weighted, these signals can accumulate into significance.

For example, negative experiences such as not being able to book a preferred service slot, requiring repairs not covered by the warranty, and other complaints may point to increasing customer dissatisfaction with an auto company.

By identifying these signals, executives gain insight into underlying, emerging issues related to their experience delivery. This enables early intervention to prevent negative occurrences before they become damaging, as well as promote and amplify positive experiences to encourage uptake.

Customer Experience Vectors

The CX Vector acts with history and future directionality. Customers respond to the past and future project based on information they receive in the moment.

Service reminder

Service complete, Car valeted

CX VECTOR

INITIAL LEVEL OF SATISFACTION

TIME

Additional 'non-warranty' repairs identfied

Customer unable to book preferred service slot

Customer complaint

Source: TTEC Digital

the analytical process

behind the CX vector

1.
gather data

Authentic VoC (Verbatim)

Narratives, not statements

Representative

Contextualized

2.
analyze emotions

Identification

Categorization

Quantification

3.
generate initial CXVs

Based on research

Segments / profiles

Setting of 'Starting levels'

4.
ongoing scoring

Regular / Interval

Whole database

Actionable

Provide feedback

TTEC's
unique capability

The Customer Experience Vector (CXV) solution has been developed by TTEC and is not available from any other provider.

CXV combines data science with behavioral science to give actionable insights into customer decision-making.

It utilizes existing customer experience software and processes to provide source data.

CXV provides a phased, scalable implementation roadmap that spans one-off studies to fully embedded, automated operational systems.

Benefits of CX Vector

Unlike existing video / voice analytics systems – results can be extrapolated beyond the active conversation and to the entire customer base.

Provides more diagnostic information than sentiment analysis.

Can also be integrated with existing customer experience survey tools.

Adds additional insights to customer satisfaction programs (e.g. NPS, C-SAT).

Outputs (CXVs) can be integrated with Campaign Management and / or Marketing Automation tools or incorporated with other analytics tools as well as front-office / back-office systems.

Leverages TTEC's Humanify Insights Platform – giving secure, scalable analysis and scoring in the cloud.

how does this help me with my job?

For CMOs – analyzing customer emotions enables them to understand their customers better (not just know who they are) and use those insights to run better targeted, more effective marketing campaigns that lead to long-lasting, profitable relationships.

For Heads of Customer Service - it gives their teams a simple tool that allows them to handle customer calls better (by being more in tune with the emotional state of the customer).

For CFOs - it enables them to quantify the potential impact (return) of CX investments by understanding what drives customer behavior and what it would take to increase revenue and decrease costs.

For CROs (Sales) – it allows them to time sales campaigns to take advantage of when a prospective client is the most receptive to their offer.

For CIOs – it provides the ability for the business to feel more "human" to its customers, whilst leveraging the advantages of technology and automation.

For CHROs (HR) – it makes them able to identify those colleagues who consistently deliver superlative customer experiences and replicate their performance throughout their organization.

case study

The situation

An automotive client wanted to get a deeper insight into why some customers used their authorized network for servicing their cars and why others did not.

The solution

Using Emotion Analytics (at the heart of CXV) on free-text customer narratives, underlying customer emotions behind the comments were identified and quantified.

Results

A direct link was established between three key variables (one of which was a core emotion) and the customers' likelihood to have their vehicle serviced at that dealer again. The model also showed at what point it was not worthwhile trying to improve the customer's attitude.

getting started

emotionally connect with your customers

1. Make the customer a priority.
Is your customer experience strategy more about your business or your customers' needs?

2. Interact and listen.
Make it easy for your customers and employees to provide feedback and act on it.

3. Define an ideal connection.
Give employees a clear understanding of what's expected of them and how they should interact with customers.

4. Stay connected.
Determine what resources you'll need to ensure a consistent communication flow and respond authentically in a timely manner.

5. Stay human.
People want to do business with fellow people, not an anonymous conglomerate. Empower associates to make informed, productive decisions on the fly.

6. Walk in the customers' shoes.
Employees can better connect with customers when they've had similar experiences. Find ways for employees to experience the company's product or service as a customer and get a feel for every touch point.

ABOUT TTEC

TTEC (NASDAQ: TTEC) is a leading global customer experience technology and services provider focused exclusively on the design, implementation and delivery of transformative solutions for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through **TTEC Digital**, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and **TTEC Engage**, its delivery center of excellence, that operates customer acquisition, care, growth and digital trust and safety services. Founded in 1982, the Company's 50,500 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit **www.ttec.com**.

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