

# Getting Sticky: Emotion Matters!

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Speed

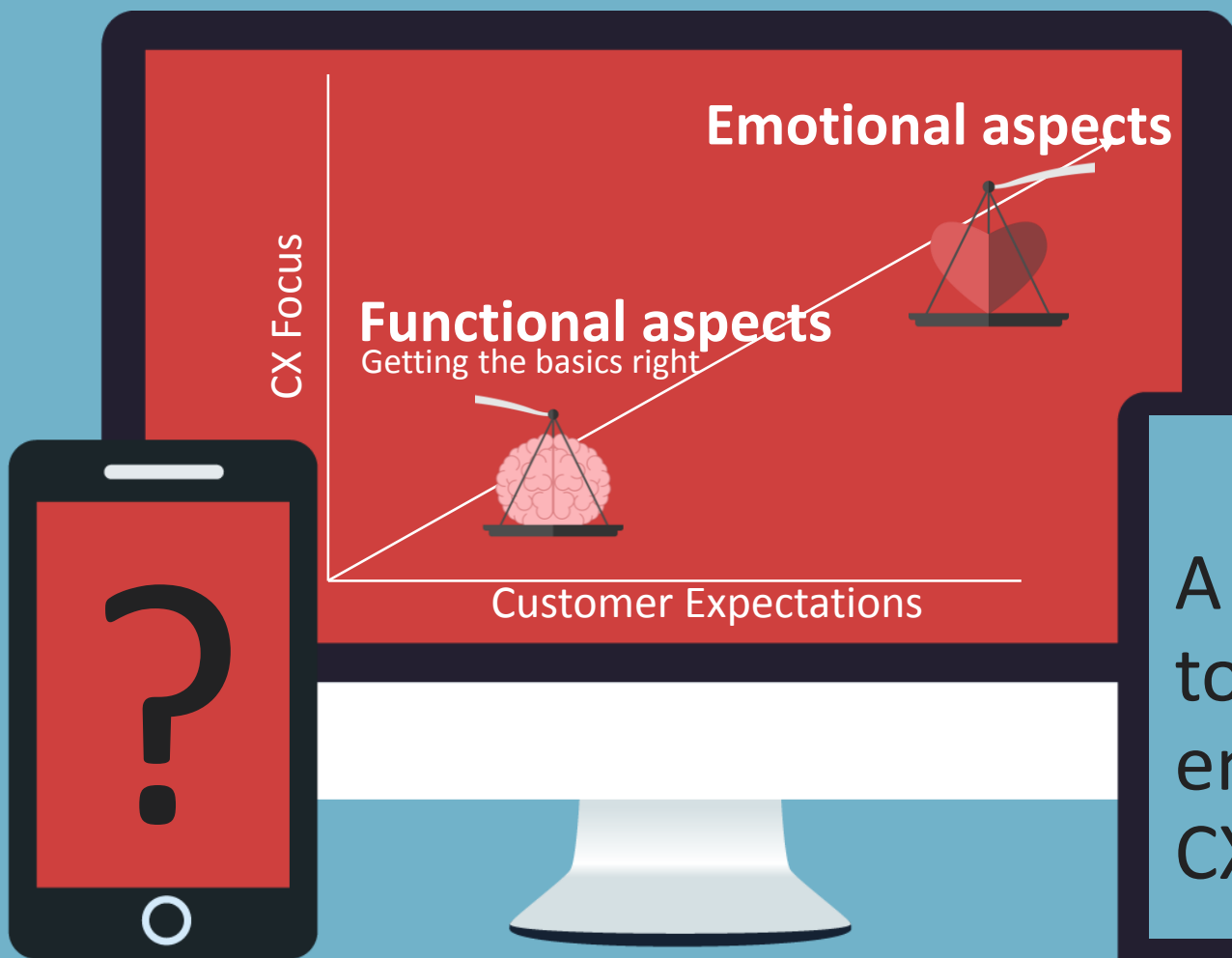
Simplicity

Substance

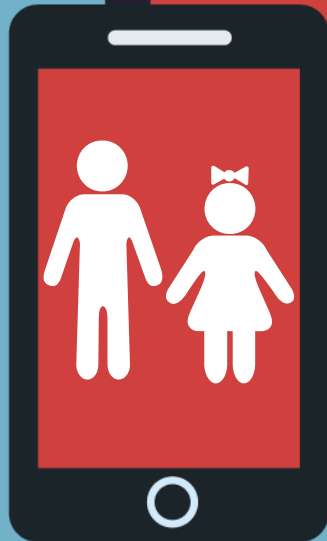
Security

# Good is not good enough anymore





**A shift**  
towards  
emotion in  
CX



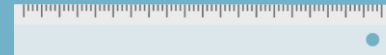
What CX can  
learn from  
**Brand**



There are **no bad brands** and  
the **basics are right**

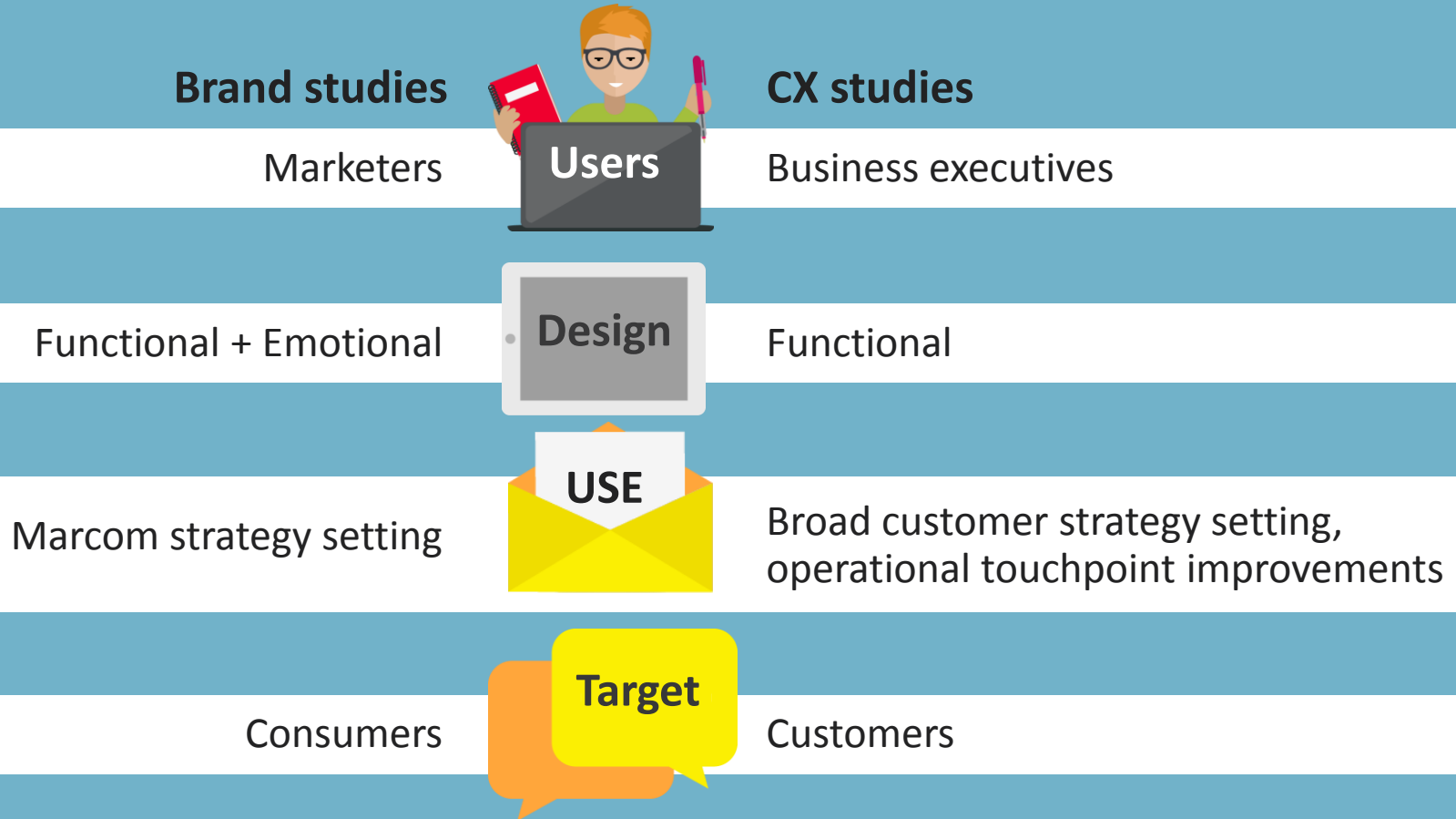
Align the **brand story** with the  
**delivered experience**

Prevent the **brand delivery gap**



**ALIGN BRAND AND CX  
TO OVER EXCEED**

# But this is not an easy task!





你好

An illustration of a white stick figure standing on a globe of the Earth. A speech bubble points from the figure to the text '你好' (Hello in Chinese).



مرحبا

An illustration of a white stick figure standing on a globe of the Earth. A speech bubble points from the figure to the text 'مرحبا' (Hello in Arabic).

?

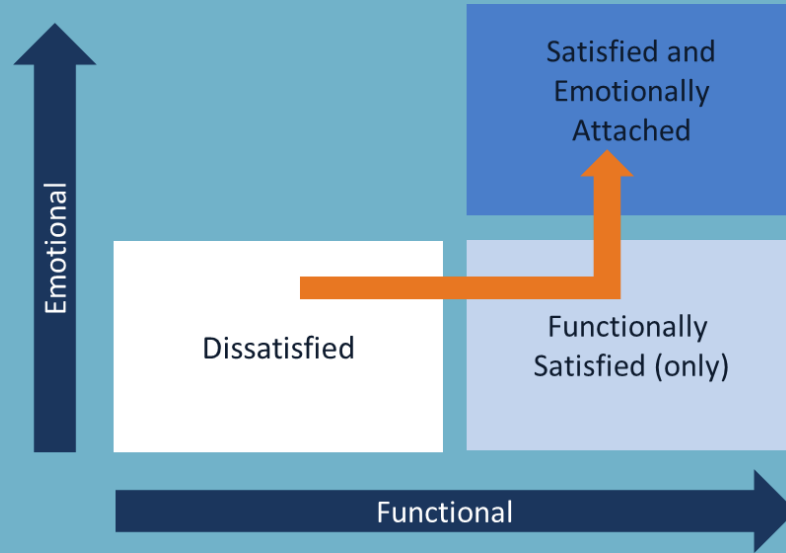
A large white question mark is centered between the two Earth illustrations.

**CX wants emotionally attached  
customers as well**

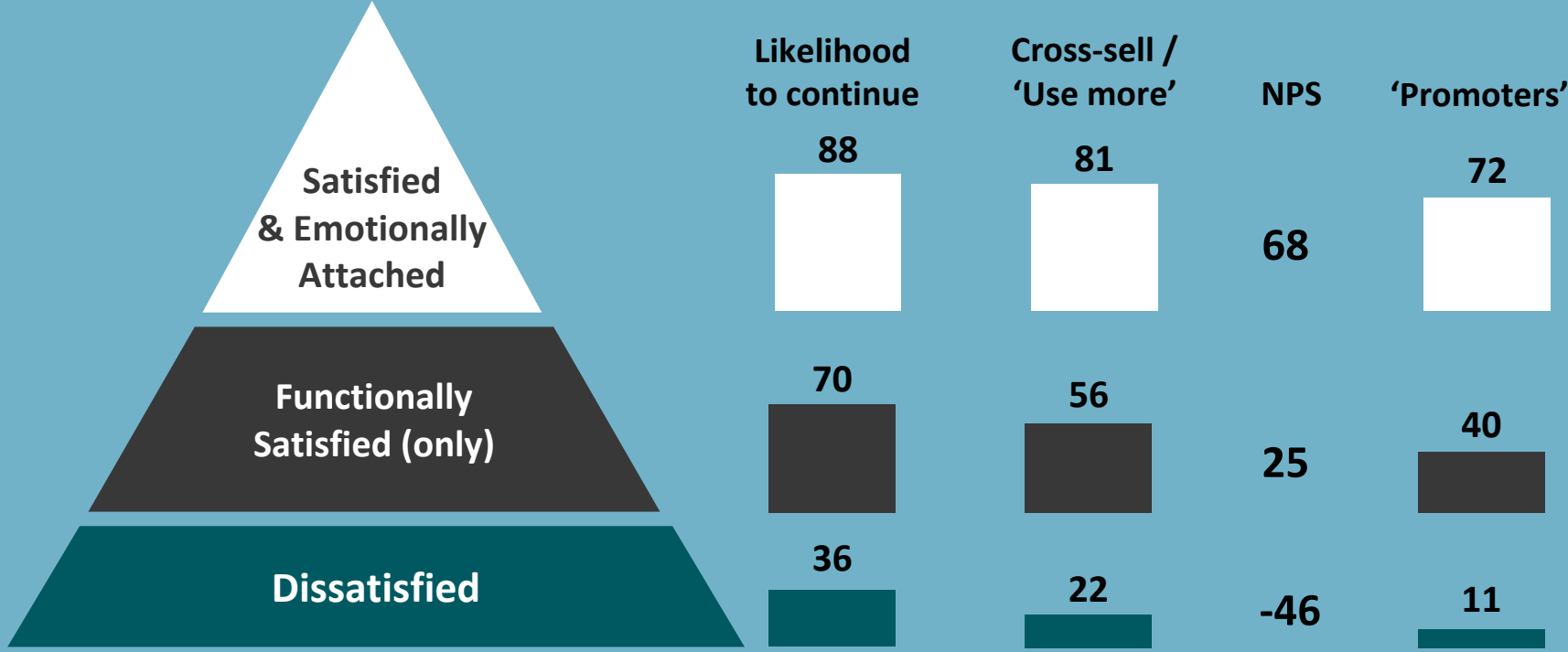




Adding the **emotional layer** can only be done if the  
basics are right



# The rewards for adding emotion



Emotions really do matter...

# In Summary

GET THE BASICS RIGHT

UNDERSTAND YOUR CUSTOMERS  
EMOTIONAL JOURNEYS AND DRIVERS

ADD EMOTIONAL QUESTIONS TO  
YOUR EXISTING STUDIES

ALIGN /INTEGRATE  
BRAND AND CX RESULTS

and work closer together



**Emotionally attached  
and loyal customers  
in an aligned  
experience!**



THANK YOU