

FORCES OF CX

Building emotional attachment that drives business growth



Half of customer experiences fail to create a meaningful memory, yet emotionally attached customers are more likely to stay, spend more and recommend a brand.

Ipsos' Forces of CX is a framework built around six universal emotional needs: **Certainty, Control, Fair Treatment, Belonging, Status** and **Enjoyment**.

These Forces help organisations identify key needs, close experience gaps, make measurable improvements in CX and drive business growth.

Our solution:

Ipsos helps organisations turn customer interactions into memorable experiences. Using the Forces of CX, a **framework grounded in behavioural science**, we identify the emotional needs that matter most and help teams design, measure and optimise experiences that increase retention, advocacy and lifetime value.

Applications include:

- Customer journey mapping
- Voice of Customer programmes
- Text analytics and insight mining
- Experience design and optimisation
- CX measurement and performance tracking
- Strategic CX transformation initiatives

Your benefits:

Organisations that create emotional attachment achieve stronger customer and business performance. They:

- Strengthen customer loyalty
- Increase advocacy
- Grow customer lifetime value
- Reduce churn and service costs
- Prioritise investments that matter most
- Turn moments into memories
- Create sustainable competitive advantage

Drive the Experience Advantage with Forces of CX.

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