



Increase Sales by Creating Positive Emotional Responses

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Human Factors Research
measuring what matters™

SDDMA 9/18/07



Agenda

- How do you compete?
- Emotions vs. logic
- Review 4-step scientific process
- See how it works and practice some techniques
- Q&A
- Opportunity through SDDMA



What is your marketplace position?



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Or, do you have competition?



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Two ways to compete...

- Price
- Customer experience

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Scientific Process to Ensure Differentiation and Increase Sales

- 1. ASK your customers**
Qualitative Sampling
2. Compare "success"
Mgt. vs. customers
3. Did we hear correctly?
Quantitative analysis
4. ROI analysis
Toolbox for change

Needs as verbs
Measure what matters
Focus efforts
Confirm w/ #s
VOC Benefits

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Why bother with emotions?

Everyone knows...

- Decisions are made rationally
- People are logical
- Business decisions are all about \$\$
- The best (and only) way to sell is based on tangible benefits

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What is more important?



Are they separate and distinct needs?

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Emotions vs. Reason



Psychologist
Daniel Kahneman

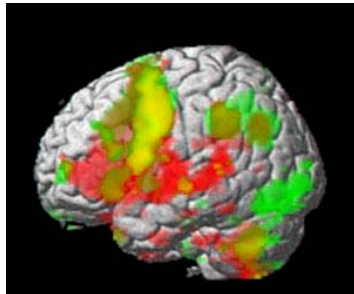
Joint Nobel Prize
winner for Economics
in 2002

Applying cognitive
behavioral theories to
decision making in
economics

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Emotions vs. Reason



fMRI validates that
emotion and cognition
contribute to the control
of thought and behavior
conjointly and equally.

Khalid and Helander
"Customer Emotional Needs
in Product Design"
Concurrent Engineering, **2006**; 14;197

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Economics vs. Hedonomics*



iPod

- Best selling MP3 player
- Marketed late
- Costs more



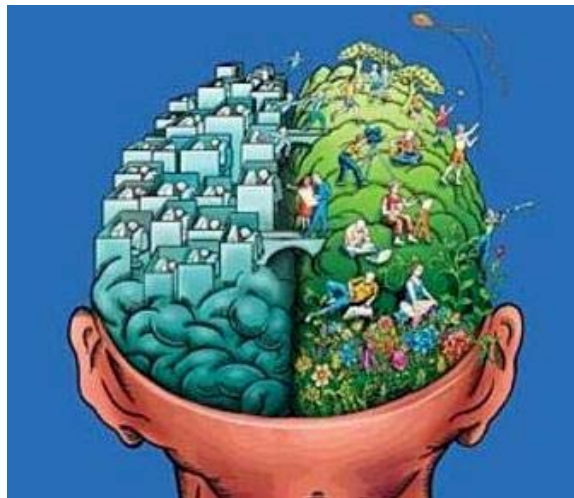
Why? "Hedonomics!"

- Easy to use
- Aesthetically appealing
- It's "cool." It "feels good."

* Greek: *eco/oikos* (household); *nomos* (law); *hedo* (pleasure)

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A rare glimpse inside the brain



Whole brain gives more information than half a brain.

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Engaging the Left Brain

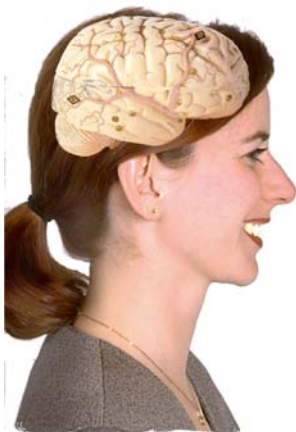


Left brain questions:

- Why?
- What are the benefits?
- Compare A to B
- What happens when...

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Engaging the Right Brain



Right brain questions

- How did you feel about that?
- What was the experience like?
- Tell me more about that.
- Frustrations?

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The bottom line

Effectively translating VOC
into
actionable information

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Let me count the ways...



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What did you hear?

Specific and actionable needs
related to customer service

- ?

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Did you hear what *wasn't* said?

Actionable emotional needs

- It's personal - "My cable guy"
- I'm "known" - He knows where to go
- I'm special - I don't have to move desk
- I'm valued - Willing to do more for me
- Easy and convenient
- Trust they will take care of me
- I'm in control

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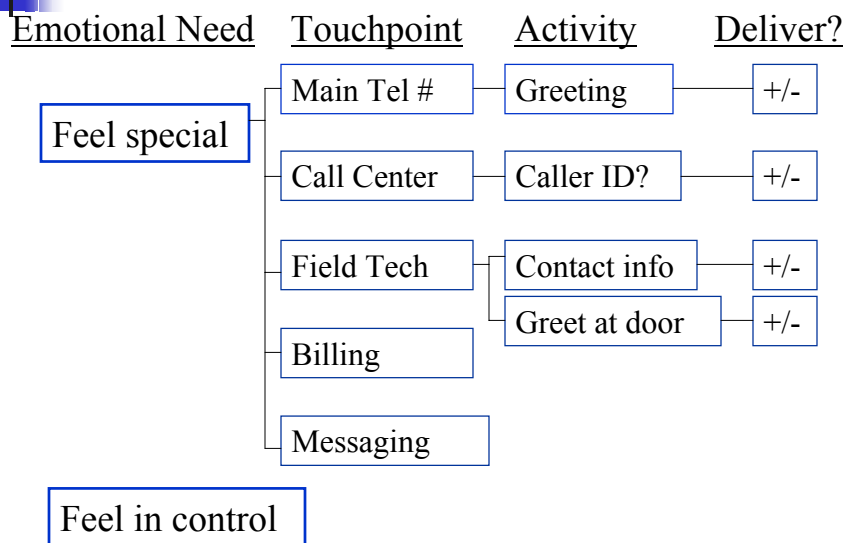


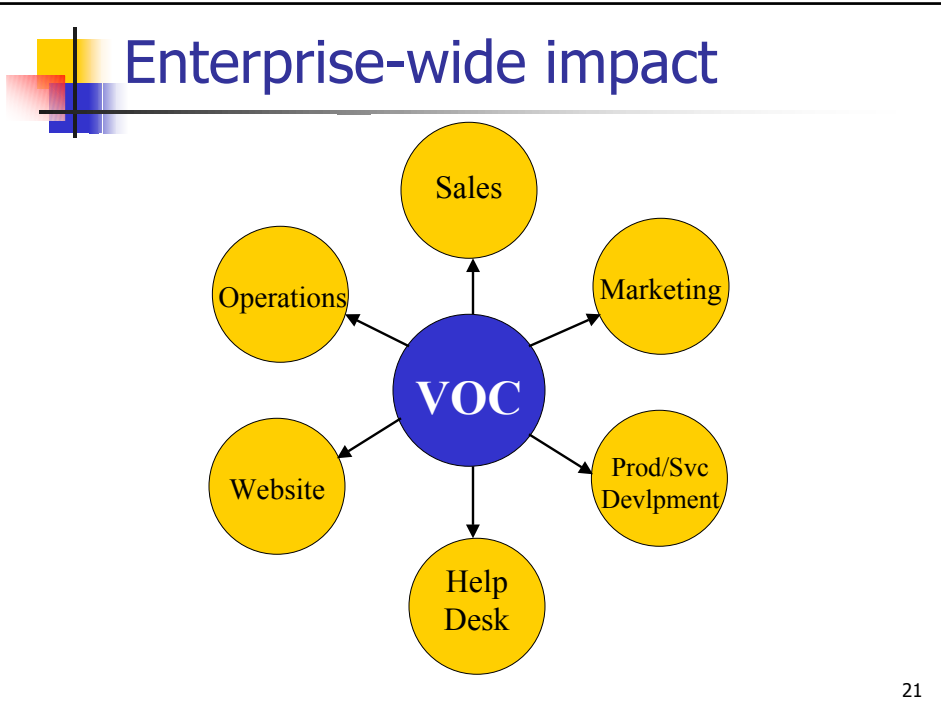
Interesting, but...

How *exactly* do you *use* the info?



Customer Experience Strategy





- ## 7 Questions to Ask Yourself
1. What are the questions you want to ask?
 2. Process to ensure buy-in from key internal stakeholders?
 3. Research strategy for qualitative?
 4. Research strategy for quantitative?
 5. ROI analysis tools?
 6. Implementation strategies?
 7. Monitor and measure results?
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Q & A

- Thoughts?
- Questions?
- Experiences with VOC you'd be willing to share?

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For a free consultation

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