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Want Loyal Customers? Start Talking About Their Emotions!

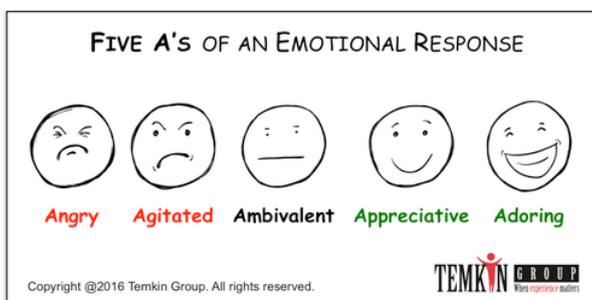
December 12, 2016

Did you know that customers who feel *adoring* after an experience are more than 11 times as likely to buy more from a company than customers who feel *angry*? And customers who feel *appreciative* are more than 5 times as likely to trust a company than those who feel *agitated*?

That's because how customers feel about an interaction has a significant impact on their loyalty to a company. So let's talk about emotions.

Despite the importance of customer emotions, they are all too often **neglected (or outright ignored) inside of companies**. As a result of this negligence, consumers give their providers very low emotion scores in our **Temkin Experience Ratings**.

It's time to **start talking about emotions**. To help spur this dialogue, we introduced a new vocabulary that we call the **Five A's of an Emotional Response**.



Every time a customer interacts with you, they feel one of these A's:

- **Angry:** Customers feel wronged by the interaction and will look for opportunities to tell other people (a.k.a. vent) about the situation. They will try to stay away from the organization.
- **Agitated:** Customers didn't enjoy the interaction and will think twice about doing business with the organization in the future.
- **Ambivalent:** Customers had no significant emotional response and will remain as loyal as they were before the interaction.
- **Appreciative:** Customers feel that the organization outperformed their expectations and are more inclined to do business with the organization in the future.
- **Adoring:** Customers feel like company fully met their needs and will look for opportunities to tell other people about the situation. They will try to interact more with the organization in the future.

If you're still wondering why you might want to talk about the Five A's, here's some data that will hopefully entice you to increase your emotion vocabulary. We analyzed the loyalty of 10,000 U.S. consumers based on the Five A's of their emotional response to interactions across 20 industries – more than 100,000 overall interactions in total.



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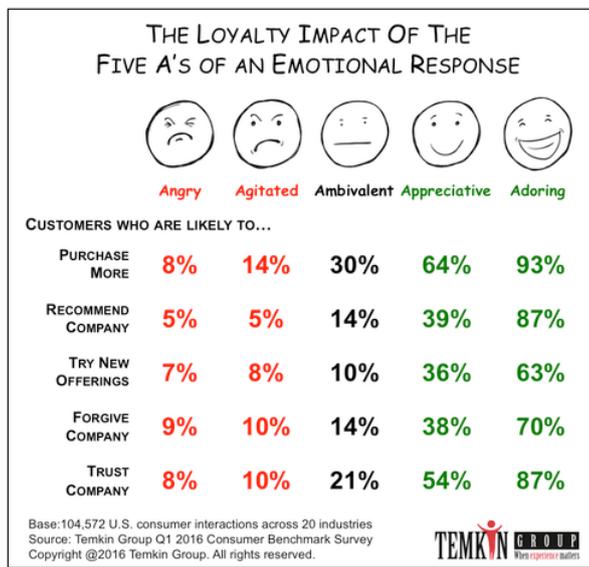
Propel Your CX

Temkin Group can accelerate your customer experience efforts in many ways.

Here's How

Upcoming Events

- **September 5:** Bruce Temkin will speak in Boston at **INBOUND**
- **September 20:** Bruce Temkin will lead a session in Toronto (CXPA event): **Humanizing Customer Experience**
- **September 25 & 26:** Temkin Group workshop in in San Diego: **Mapping and**



As you can see above, the Five A's aren't just a set of words, they're a strong indication of the loyalty of your customers. Compared with those who feel "angry," customers who feel "adoring" are more than 11 times as likely to buy more, 17 times as likely to recommend the company, 9 times as likely to try new offerings, 6 times as likely to forgive the company if it makes a mistake, and 10 times as likely to trust the company.

If you are not talking about emotion, then you're not being purposeful about customer loyalty. Here are some ways that you can start using the Five A's:

- **Training.** If you teach all employees this scale, then your organization will have a common vocabulary for discussing customer reactions. This framework will help trainees gauge how customers would likely respond to situations and discuss what they could do to improve the customer's ultimate emotional response.
- **Coaching.** Supervisors can ask their employees a very simple question after an interaction: "How do you think the customer felt about the call?" This can work for any employee that interacts with customers: phone reps, retail salespeople, cashiers, insurance agents, bank tellers, etc.
- **Designing.** When you are creating a new experience (product, process, interaction, etc.), get feedback from customers about how they feel. Internally, you can have discussions like... "Most of the customers were ambivalent, but if we make this change then I think we can make most of them appreciative and even a few of them will be adoring."
- **Tracking customer emotions.** Every time employees interact with a customer or make a decision, they can give themselves a score based on what they believe is (or will be) the customers' most likely emotional response to their action:
 - Angry (-3)
 - Agitated (-1)
 - Ambivalent (0)
 - Appreciative (+1)
 - Adoring (+3)

The total across these interactions and decisions represents a customer delight score. Employees can calculate this score on a regular basis (daily, weekly) and track how well they are doing over time.

Having an emotion vocabulary will hopefully get you to focus more about this critical topic. And if you just start talking about emotion, you will help stimulate employees' natural **empathy**. So... start talking about emotion!

The bottom line: Talk about making customers adoring, not angry.

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CCXP6 Metrics, Measurement, and ROI, Customer Connectedness, Customer experience, Emotion, ROI of Customer Experience



Written by **Bruce Temkin, CCXP**

I am a customer experience transformist, helping large organizations improve business results by changing how they deal with customers. As part of this focus, I examine strategy, culture, interaction design, customer service, branding and leadership practices. I am also a fanatical student of business, so this blog provides an outlet for sharing insights from my ongoing educational journey. Simply put, I am passionate about spotting emerging best practices and

Improving Your Customer's Journey

- **October 2:** Temkin Group will be celebrating **CX Day**
- **October 2:** Temkin Group CX Day webinar: **CX 101: The Definitive Intro To CX.**
- **October 2:** Temkin Group CX Day webinar: **Three Strategies For Humanizing CX.**
- **November 7 & 8:** Temkin Group workshop in Boston: **Driving CX Transformation**
- **December 11 & 12:** Temkin Group workshop in Miami: **Mapping and improving Your Customers' Journey**

Bruce's Twitter Feed

Bruce Temkin @btemkin
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Want more info on my #INBOUND18 speech yesterday "Demystifying #CustomerCentric Culture?" I've put together a landing page with a bunch of FREE resources. CXINBOUND.com

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