

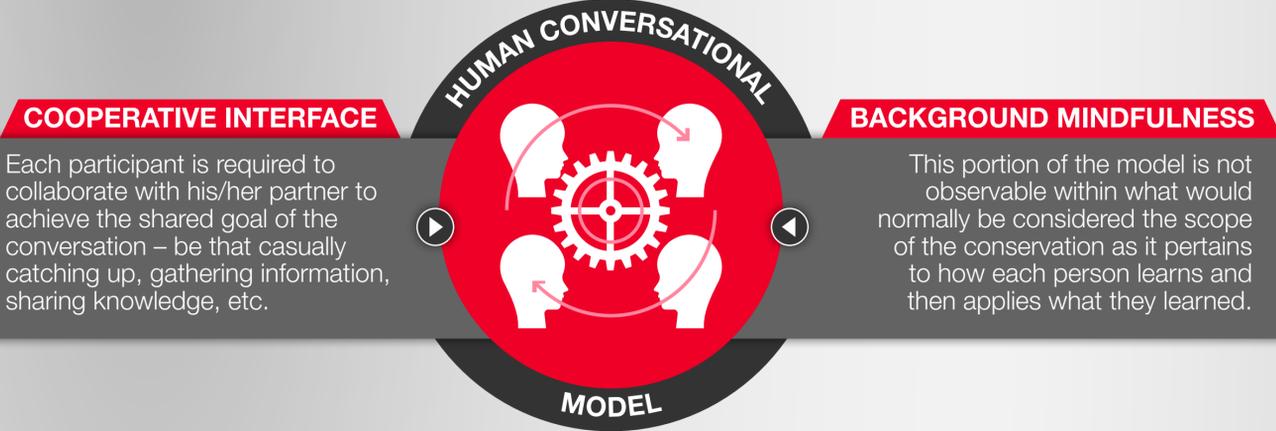
# The Human Conversational Model



The Foundation For Engaging Customer Interactions

If companies want to improve their interactions with customers, then need to treat them more like conversations.

Temkin Group dissected the key elements of successful human-to-human interactions into what it calls the Human Conversational Model, which requires two processes:

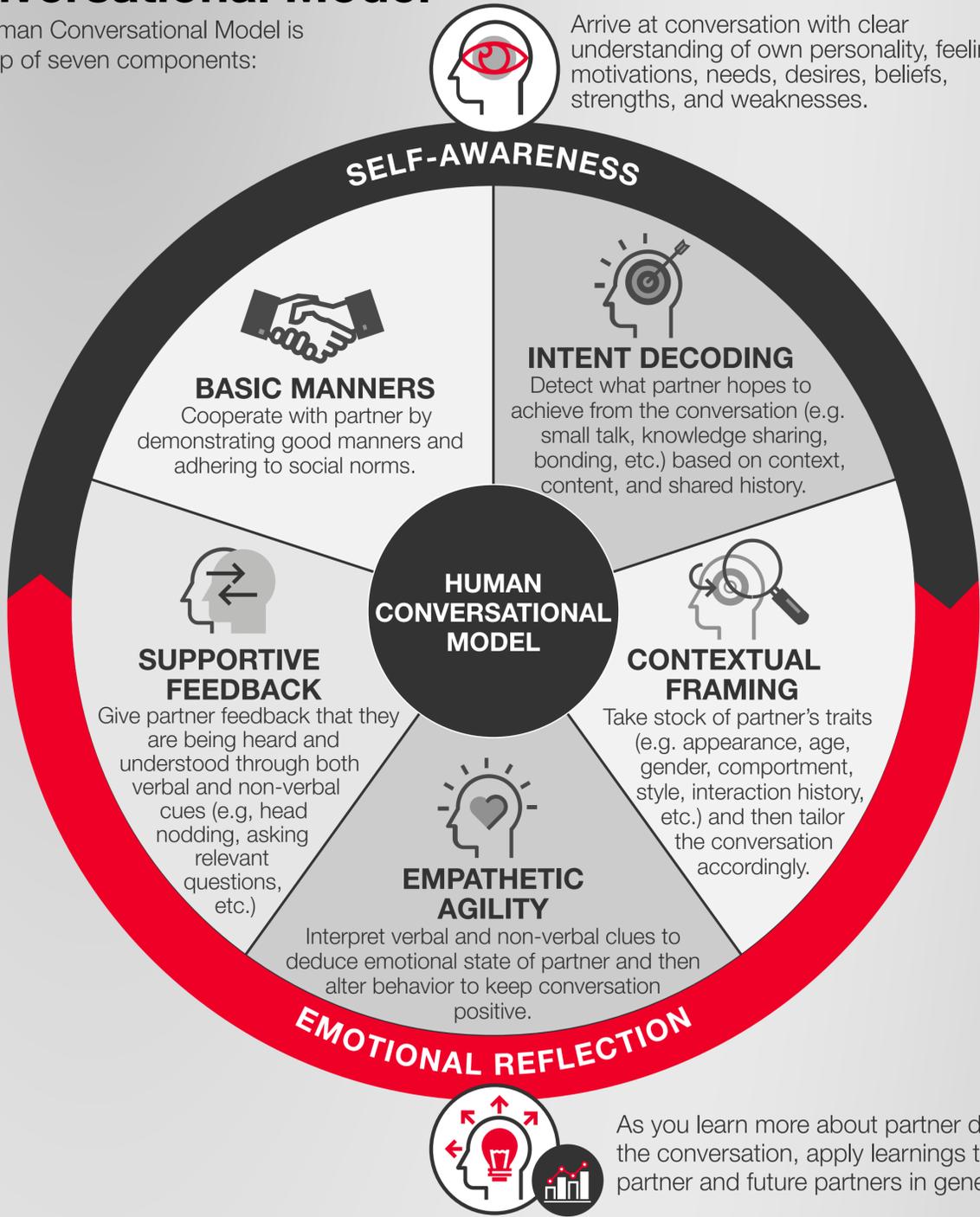


**COOPERATIVE INTERFACE**  
Each participant is required to collaborate with his/her partner to achieve the shared goal of the conversation – be that casually catching up, gathering information, sharing knowledge, etc.

**BACKGROUND MINDFULNESS**  
This portion of the model is not observable within what would normally be considered the scope of the conversation as it pertains to how each person learns and then applies what they learned.

## Seven Elements of The Human Conversational Model

The Human Conversational Model is made up of seven components:

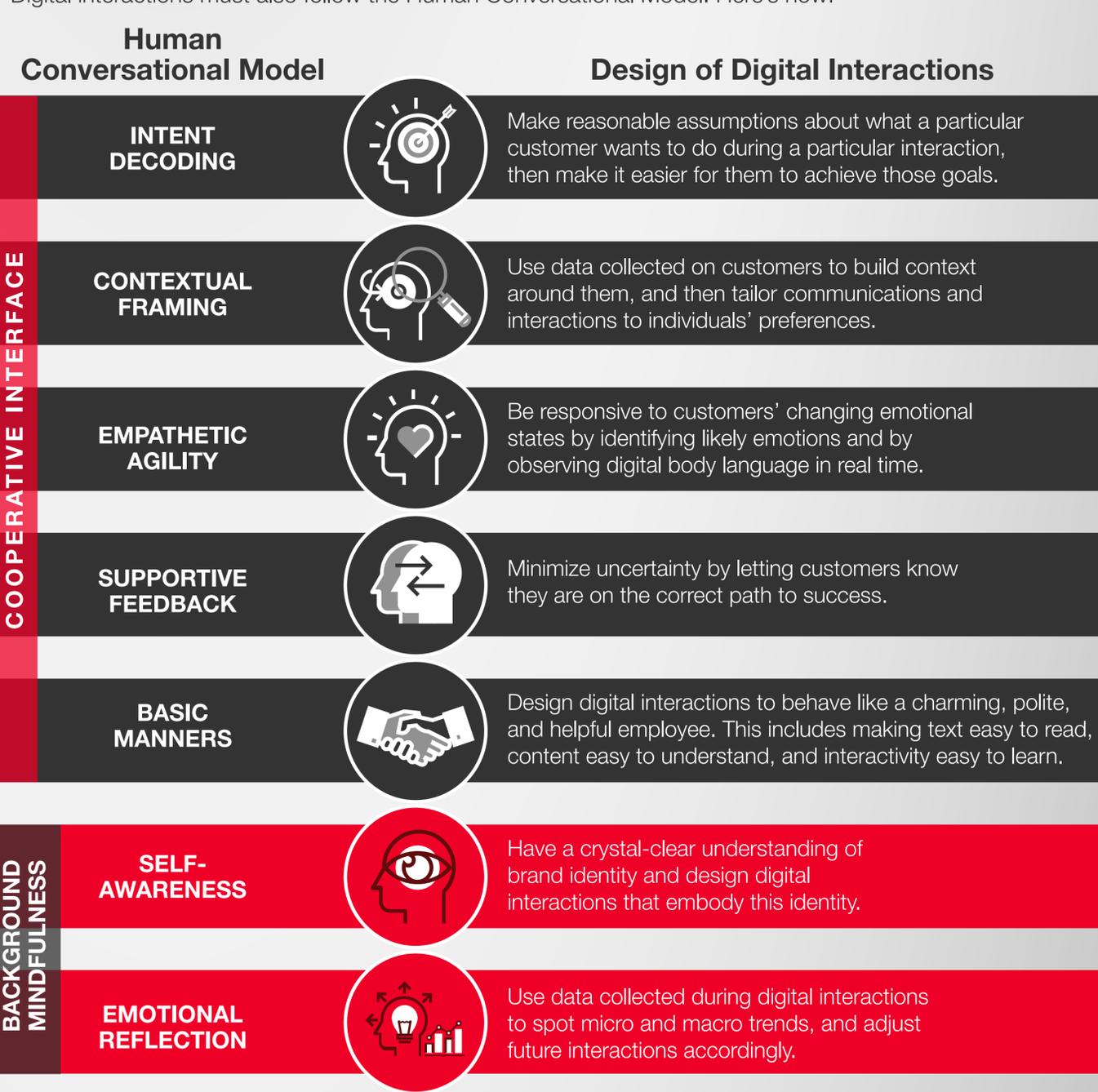


Arrive at conversation with clear understanding of own personality, feelings, motivations, needs, desires, beliefs, strengths, and weaknesses.

As you learn more about partner during the conversation, apply learnings to that partner and future partners in general.

## Applying The Human Conversational Model to Digital Experiences

Digital interactions must also follow the Human Conversational Model. Here's how:



For more information, visit the *Customer Experience Matters*® blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com)

[www.temkingroup.com](http://www.temkingroup.com)

