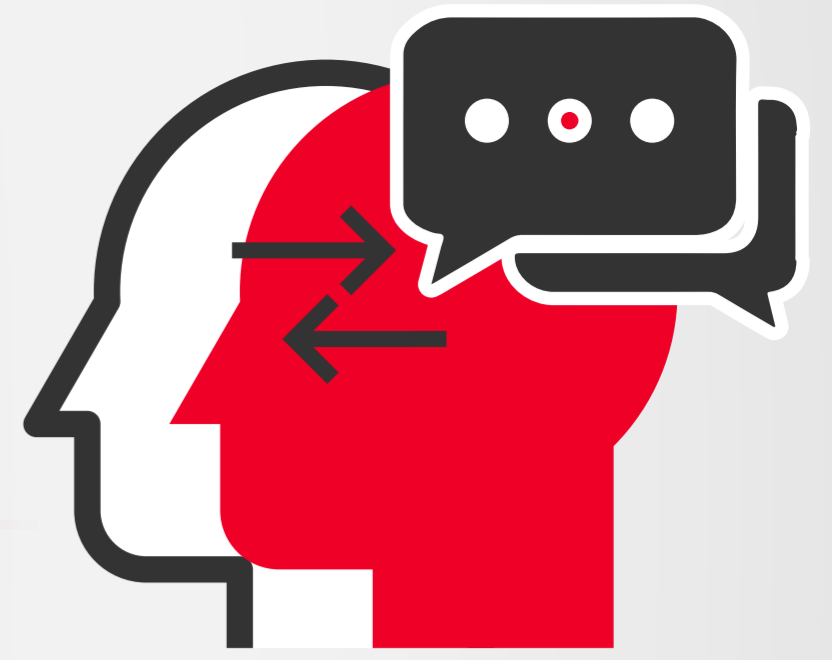


The Human Conversational Model

The Foundation For Engaging Customer Interactions

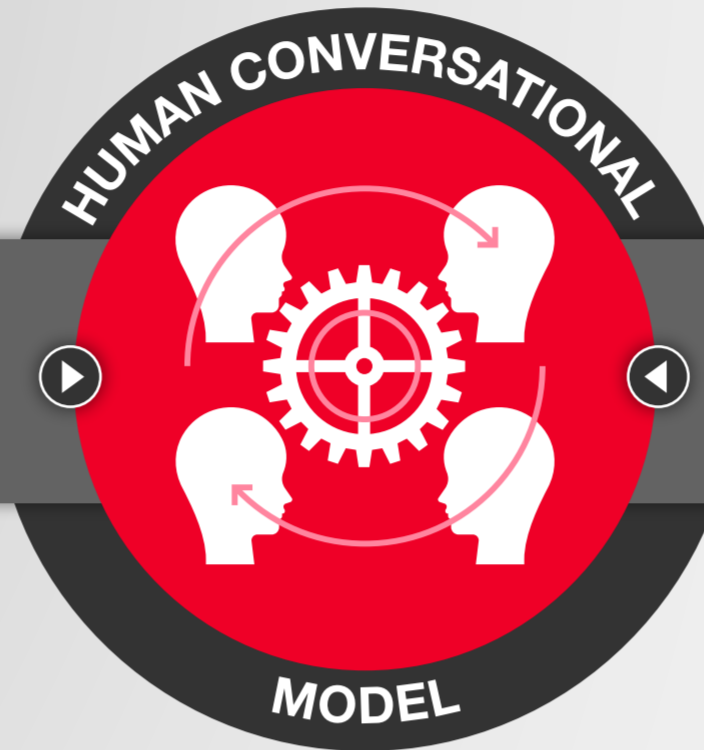


If companies want to improve their interactions with customers, then need to treat them more like conversations.

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.



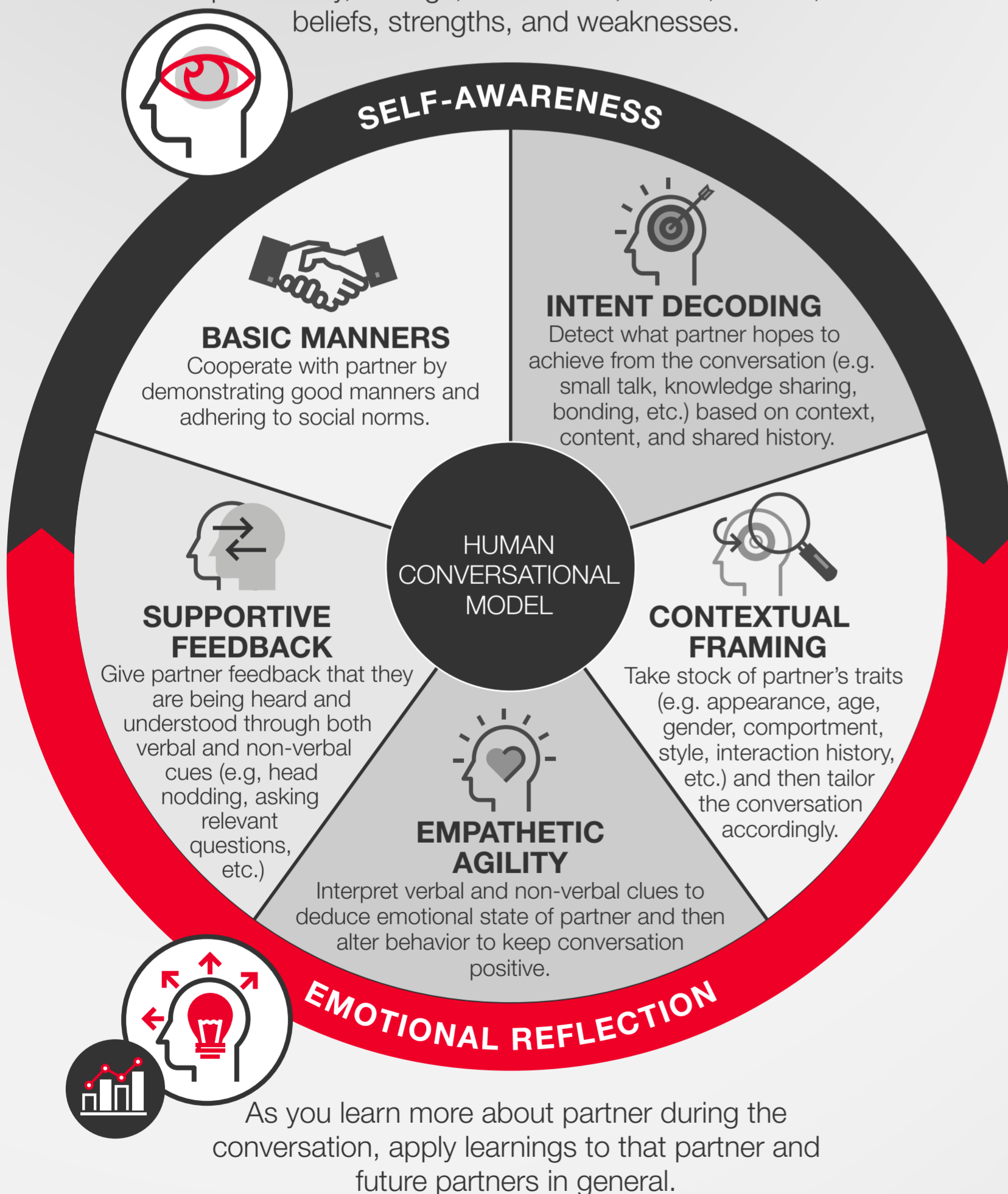
BACKGROUND MINDFULNESS

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.



Applying The Human Conversational Model to Digital Experiences

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

	Human Conversational Model	Design of Digital Interactions
COOPERATIVE INTERFACE	INTENT DECODING	Make reasonable assumptions about what a particular customer wants to do during a particular interaction, then make it easier for them to achieve those goals.
	CONTEXTUAL FRAMING	Use data collected on customers to build context around them, and then tailor communications and interactions to individuals' preferences.
	EMPATHETIC AGILITY	Be responsive to customers' changing emotional states by identifying likely emotions and by observing digital body language in real time.
	SUPPORTIVE FEEDBACK	Minimize uncertainty by letting customers know they are on the correct path to success.
	BASIC MANNERS	Design digital interactions to behave like a charming, polite, and helpful employee. This includes making text easy to read, content easy to understand, and interactivity easy to learn.
BACKGROUND MINDFULNESS	SELF-AWARENESS	Have a crystal-clear understanding of brand identity and design digital interactions that embody this identity.
	EMOTIONAL REFLECTION	Use data collected during digital interactions to spot micro and macro trends, and adjust future interactions accordingly.

For more information, visit the *Customer Experience Matters*® blog at ExperienceMatters.wordpress.com

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