

**DISCUSSION GUIDE: START TALKING ABOUT EMOTIONS**

**Overview:** How customers *feel* about an interaction with a company has a significant impact on their loyalty to that company. Use this tool to spark a discussion with a group of people around the role customer emotion plays in customer experience (CX) and customer loyalty. Prior to the discussion, the group will watch a two-minute video.

**ONLINE RESOURCE:**

Temkin Group video: “Start Talking About Emotions”

**DIRECTIONS FOR USING THIS TOOL****1) SET UP THE DISCUSSION**

Introduce the video by letting the audience know that Temkin Group research shows that customer’s emotions are the most significant driver of their loyalty, yet few companies spend sufficient time focusing on them. Discussing customer emotions inside the company allows us to make CX decisions in a more purposeful manner and help stimulate our employees’ natural empathy.

**2) WATCH THE VIDEO**

Have the group watch the two-minute video.

**3) LEAD THE DISCUSSION**

After showing the video, reiterate the Five A’s of emotional responses – *Angry, Agitated, Ambivalent, Appreciative, and Adoring* – and ask:

- *What have you noticed about the type of emotional experiences we deliver to customers?*
- *Can you think of examples of ways we’ve designed experiences to deliver positive emotions?*
- *How effectively do we respond to the negative emotional experiences we’ve created?*

Now shift the discussion to what this means for the organization. Capture answers on a flipchart or whiteboard.

- *How can we start using the Five A’s raise employee empathy around customer emotions? (You may prompt them to think about training, coaching, product/interaction design, measuring/tracking, etc.)*

**4) CLOSE THE DISCUSSION**

After the discussion, go around the group and ask people to respond briefly to this question:

- *What is your key take-away from this discussion and what will you do differently as a result?*

After the session, send a follow-up email with the discussion notes. When possible, tie their ideas to existing initiatives and plans and outline additional next steps for you and the group.