

DISCUSSION GUIDE: EMOTION-THE MISSING LINK IN CUSTOMER EXPERIENCE

Overview: Temkin Group research shows that 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 about how your organization can better focus on customers' emotions. Prior to the discussion, the group will watch a two-and-a-half-minute video.

**ONLINE RESOURCE:**

Temkin Group video: "Emotion: The Missing Link In Customer Experience"

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

Introduce the video by letting the audience know that although emotions play an essential role in how people form judgments and make decisions, few companies are adept at designing interactions around customers' emotional experiences. In fact, companies often seem to ignore emotions completely, despite their powerful impact on loyalty. You will be discussing how we can more effectively focus on customer emotions.

2) WATCH THE VIDEO

Have the group watch the two-and-a-half-minute video.

3) LEAD THE DISCUSSION

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

- *What have you noticed about how customers feel about their interactions with our company?*

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

- *Are there experiences we deliver to our customers that we might consider "successful," yet are a negative emotional experience for our customers? How can we make those more positive?*
- *How can we get better at responding when a customer has had a negative emotional experience with us?*

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.