



# Emotion Quality Meter

## Know How Your Customers Feel At Each Touchpoint

The Emotion Quality Meter (EQM) is a quantitative study that shows how customers feel about their brand experience.

The quantitative study is divided into two parts: What do your customers recall about their experience with you? And how do they perceive them? An analysis matrix is created to determine whether there is an emotional motivator along the customer journey and whether the brand can successfully deliver it.



## Test the new service and find out if it can create an emotional peak

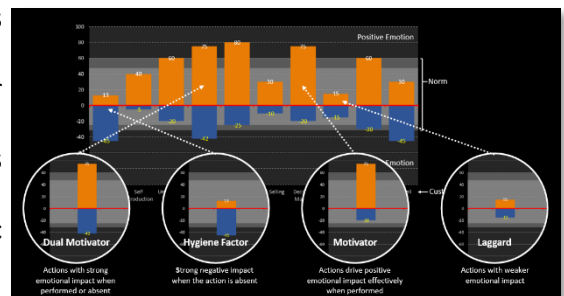
Measure and track performance by quantifying emotions

EQM conducts in-store intercept interviews with customers who have just completed interacting with the brands. As a result, because their memories are still fresh in their minds, their responses are more accurate, relevant, and reliable. The key to inquiries about emotions and feelings is their timeliness.

EQM is perfect for piloting new services and assessing their effectiveness. See if they can create an emotional peak and become a motivator who can effectively leave a positive impression on clients. Both new and current touchpoints can be classified into three groups based on customer emotional reactions: Motivator, Hygiene Factor, and Laggard.

Key benefits:

- Measures service awareness and quantifies customer feelings as they travel through the customer journey;
- Ideal for piloting new services and assessing their effectiveness;
- Determines which Experience Archetypes® the new service is linked with;
- The results can be dive into specific consumer demographic segments;
- An interactive dashboard allows for fluid and adaptable reporting.



# TRAINER AND FACILITATOR

MODERN  
ETIQUETTE  
INSTITUTE

**Esther Lee** is an experienced etiquette trainer specializing in business etiquette for corporate clients like the HK Housing Authority, China Citic Bank and various luxury brands. With certification from the International Etiquette & Protocol Academy of London, she continually updates her knowledge at institutions like The Wharton School and Etiquette and GFA Beijing. Esther aims to blend global etiquette practices for effective communication in diverse business settings.

Recognizing the interdependent relationship between etiquette and Customer Experience (CX), Esther is expanding her speciality by offering CX-enhancing etiquette training. This approach ensures that professional communication and cultural nuances are integrated into the overall customer experience, fostering more meaningful and positive interactions.

In addition to the etiquette exercise, Esther is a Certified Wine Educator with WSET Diploma. She founded Vero Concept Ltd., focusing on wine education, events and trading, making her one of Hong Kong's few WSET Certified Diploma holders. Before her etiquette and wine career, she excelled in fashion retail, marketing, and PR. Esther's varied background enables her to offer comprehensive business etiquette training that encompasses cultural nuances, professional communication, and corporate dynamics, enhancing both etiquette and Customer Experience.



**Consumer Experience is a market phenomenon, and it is constantly evolving. Brand-customer relationships have changed, and brands must adapt to expand or merely survive. Achieving a successful customer experience requires a constant multidisciplinary process involving everyone's efforts. Modern Etiquette Institute provides Customer Experience Solutions to address the following concerns:**

1. How to kickstart CX?
2. How to setup CX strategies?
3. How to have everyone buy-in and involved?
4. How to apply innovation to CX?
5. How to create and execute ideas?
6. How to make impacts with limited resources?
7. How to promote your CX?
8. How to measure experience and track performance?
9. How to get people up to date on CX?
10. How to cultivate CX culture?

## Customer Experience Solutions



e-Learning  
**Learn Fundamentals**



Crowd Ideation  
**Engage Everyone**



Co-create Workshop  
**Innovate Experience**



Quantitative Research  
**Measure Results**



e-Learning  
**Stay Updated**