



# 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

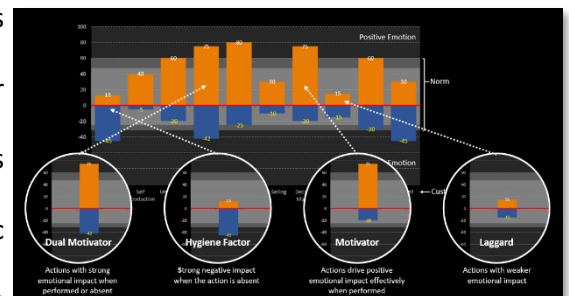
#### Measure and track performance by quantifying emotions

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



**Ceci Lau** a distinguished Marketing and Corporate Communications Expert, brings over 20 years of leadership experience to the industry. A graduate with first-class honors from The Hong Kong Baptist University, Ceci has held pivotal roles, including Business Consultant at Topix, Consultant at Dynamic Duo PR, and Partner at Instinctif Partners Hong Kong.

Ceci stands out as a Customer Experience Consultant, showcasing expertise in strategic integrated communications, diverse portfolio management, and impactful campaign delivery. Her current role as Business Consultant at Topix involves overseeing office operations and driving successful projects for clients like Meadows of Wellcome, Great Food Hall, and Mini Cooper. Beyond her professional prowess, Ceci holds certifications in LEGO® Serious Play® Methodology, Pastel Nagomi Art, and an Advanced Certificate in Counselling.



With a dynamic career spanning consumer marketing, media relations, crisis management, and team leadership, Ceci Lau emerges as a seasoned professional, highlighting her unique role as a Consumer Experience Consultant in the ever-evolving landscape of marketing and communications.

**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. Chara Communications 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**