



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

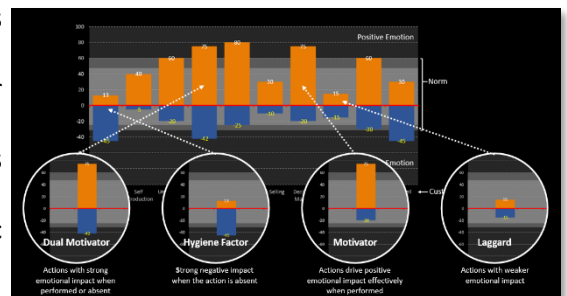
Measure and track performance by quantifying emotions

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

Kim Lau a certified Associate Certified Coach and NLP practitioner, is a dynamic corporate coaching professional based in Hong Kong. Specializing in English coaching for Fortune 500 MNCs, she brings expertise in talent development, using engaging workshops with whole brain techniques. Notable for boosting productivity and competencies, Kimberly's consulting extends to assessment centers and interview skills preparation.



With a background in law and recognition from the British Society of Business Practitioner, Kimberly has served as the Learning and Development Director for a leading education services provider. Her diverse training portfolio covers assessment centers, interview skills, brand management, business communication, etiquette, presentation skills, sales, customer service, social media marketing, and talent management.

Key clients include Citigroup, Duty Free, HKU, HSBC, LVMH, and more. Kimberly Lau is a sought-after consultant, known for her impactful training methods in customer experience and corporate coaching.

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. Shine 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