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.

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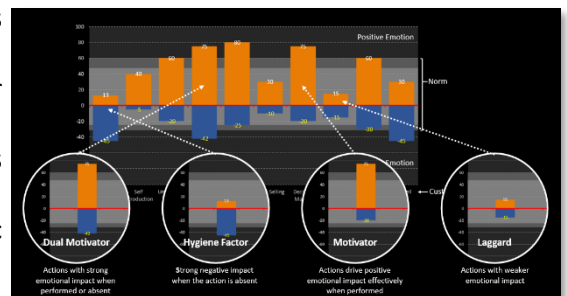
TRAINER AND FACILITATOR

Adela Yu is a seasoned corporate trainer with a strong background in Learning & Development (L&D). With over 10 years of in-house experience, she has cultivated a diverse background by working in regional and global positions across industries such as luxury retail, hospitality, food & beverage, and oil & gas.

In recent years, she has expanded her L&D scope into a consulting role. This transition has allowed her to leverage her extensive experience and expertise to provide strategic guidance and consultation to organizations. As a consultant, she combines her practical insights with industry best practices to design and implement tailored L&D strategies and solutions that align with organizations' visions and objectives, driving sustainable growth and success.

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. Collab+ 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	Crowd Ideation	Co-create Workshop	Quantitative Research	e-Learning
Learn Fundamentals	**Engage Everyone**	**Innovate Experience**	**Measure Results**	**Stay Updated**

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