



# 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

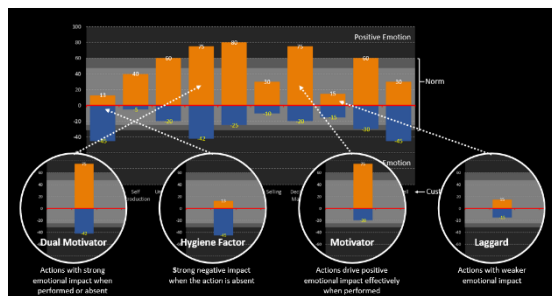
### Measure and track performance by quantifying emotions

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

**Lucas Peng** is the Founder and CEO of Peak Hospitality Solutions Pte Ltd (PHS), a company based in Singapore with subsidiaries in Hong Kong and China. With 30 years of industry experience in hotel marketing, central reservations systems technology, and call center operations, Lucas has held senior roles with prominent establishments such as Hyatt Regency Singapore and Shangri-La Hotel, Singapore. He also played key roles at Utell International and later served as Vice President - Asia Pacific after Utell's acquisition by Pegasus Solutions. Lucas is a Founding Member of the Hospitality Sales & Marketing Association International (HSMAI) Asia Pacific Chapter and has actively contributed to its growth since 2004.



As a registered coordinator for the COPC®-2000 Standard for Call Center Operations, Lucas has a strong background in call center management. In addition, he co-owned MacroVision Network Pte Ltd, where he introduced Hotel Electronic Distribution Network Association (HEDNA) University programs to the Asia Pacific market.

Under Lucas' leadership, PHS has been the principal sponsor of the Singapore Hotel Association Best Department Awards since 2007. He is a well-known figure in the hospitality industry and has been invited to speak at various regional forums and conferences, showcasing his expertise in customer experience consultancy.

**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. PHS 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