



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

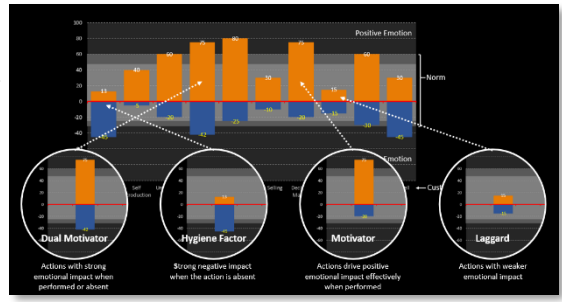
Measure and track performance by quantifying emotions

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

Vicky Lo has over 14 years of experience in the integrated resort and casino gaming industry, specializing in training and development. She believes training should meet skill needs and provide an enjoyable learning experience that stimulates curiosity and inspires discovery. Vicky expertly combines various global training methods and tools to design unique and effective programs.

Expanding her specialty to Customer Experience (CX), Vicky leverages her rich hospitality background to enhance customer interactions and satisfaction. Her expertise in training and development within large organizations allows her to craft programs that significantly improve CX.

Vicky has mastered the ADDIE model and covers topics like customer experience management, business acumen, operations management, service storytelling, people management, and continuous improvement. She has worked at Sands China, Galaxy Entertainment Group, and Four Seasons Hotel Riyadh, excelling in transforming complex content into accessible training.

Leading teams to develop engaging and interactive solutions, Vicky's courses are known for their humor, flexibility, and practical application. She has received high praise from thousands of trainees and clients across various industries, including healthcare and children's education.



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. Strive Consulting 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