

CONNECT



To Meet Customer Demand, Get Emotional

Getting emotional. It's a concept rarely discussed in business; however, Forbes states that emotion has a bigger impact on brand loyalty and customer retention than ease of engagement and customer experience effectiveness.

If you want your customers to love your brand, it's time to measure the impact of customer emotion.

Put sentiment analysis at the core of every interaction. In order to understand your customers' emotions and gain insight to transform customer experience, sentiment analysis needs to be at the center of your customer interaction strategy.

Sentiment analysis is the process of understanding how customers feel about products, promotions, brands

or the interactions they have with your organization. This strategy should be applied on the front lines. Train your customer-facing employees to reflect on the customers' speech characteristics.

Wear your emotional data on your sleeve. Understanding customer emotions puts brands at an advantage, but it's what companies do with this information that can elevate customer experience to new heights.

By comparing sentiment analysis scores across different segments, companies can pinpoint weak spots and opportunities to improve customer support and satisfaction between. And by monitoring attitudes and opinions, brands can detect shifts in perception and adapt to meet the changing needs

of their audience.

Understand the context before getting emotional. Understanding emotion is not always enough - adding contextual information is crucial to gaining a grip on how and why someone is feeling the way they do. Combining emotion with words and situational factors can show what is actually taking place and what the next step is. It's important for employees to remember that they're dealing with people on the other end of that phone line, and the same real-life rules still apply.

Remember, you're doing business with human beings, and we make decisions based on emotions, including how much they spend and where they spend.

SAVE THE DATE

ZAP The generational GAP

TFCU BUSINESS PARTNER LUNCHEON
APRIL 23, 2020
 11:30 A.M. LUNCHEON & PROGRAM




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Upcoming Shred Days

April 18 - MWC Branch
(6501 Tinker Diagonal, Midwest
City, OK) - 9 a.m. to 11:30 a.m.

May 16 - Metro Tech Branch
(1800 Springlake Dr., Suite 200,
Oklahoma City, OK) - 9 a.m. to
11:30 a.m.

