



How to improve your Net Promoter® Score by providing an emotionally engaging Customer Experience

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Using the Beyond Philosophy Emotional Signature™ methodology, firms now have a unique way to understand how customers feel towards their Customer Experience. However, knowing which emotions are most important and how much they generate in terms of revenue is only half the story.

If you want to really improve customers levels of 'happiness', 'interest', 'trust' or a host of other emotions, then you need to think about the causes that lead to an emotion. By understanding these, firms will have the means to alter customer behaviour and generate more value. This also applies to those negative emotions that destroy value.

Therefore it is important to get to the heart of the 'physical and rational' reasons for the emotional responses defined by your companies Emotional Signature™.

One of the problems we face in understanding emotional response is that there are potentially a 101 different reasons for feeling happy or any other emotion. Yet to move that emotion positively to create value we need to isolate what is really important to the customer.

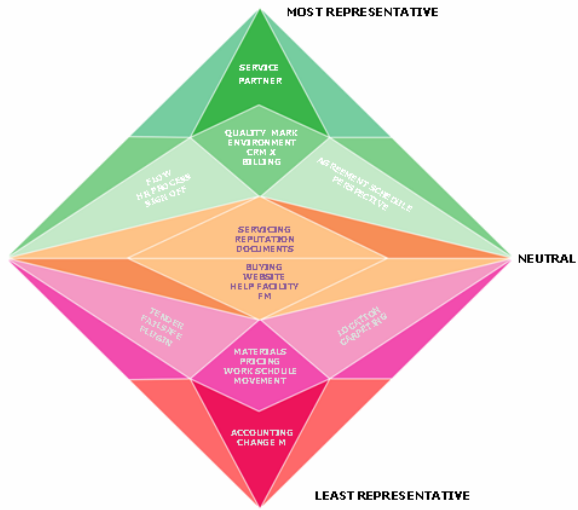
To do this, it is necessary to take into account all the possible elements of a Customer Experience that might be influential at an emotional level, and thereby answer the question "What does an emotion mean and how can we influence it?" or more specifically, "how can we drive an improved Net Promoter® score by influencing how engaged customers are with you emotionally?"

The key point is that Net Promoter® needs to be translated into results that managers can act upon; actions that cover both the physical and emotional experience. For while Net Promoter® is a key metric that is sensitive to the whole Customer Experience, physical/ rational and emotional, it needs something extra to define the causes of the emotions that underly Net Promoter®. In other words, what is it that we can focus on to create positive shifts in the Net Promoter® score?

One approach that has proven useful is to get customers to prioritise possible drivers and destroyers of emotions on a scale from most to least representative of a particular perspective. The end result is a diamond map showing those causes that the business can address. This "emotion diamond mining" shows the business what it should focus on to influence that emotion.



Figure 1: Diamond analysis



Diamond mining can also be used to discern any differences between customer segments. For instance, in the B2B space it could be used to understand how a Director's emotional response differs from that of a Purchasing manager and so forth.

This approach gives real, actionable guidance to your company; isolating the things you need to change and influence in order to convert, for instance, Detractors and Passives into Promoters.