

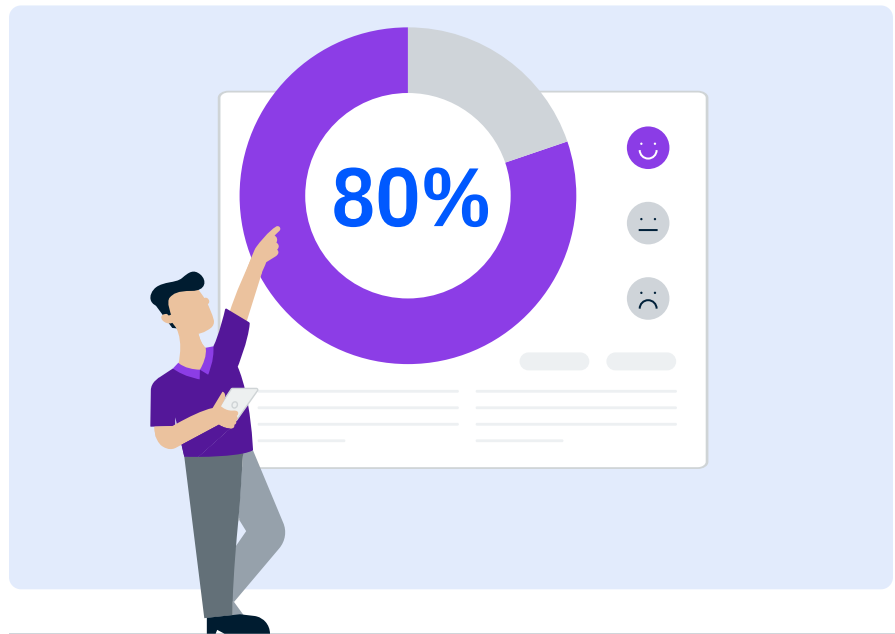


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# Do You Know How Your Customers Feel About Your Brand?

Featuring Insights from The NRMA



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## Did you know that more than 80%<sup>1</sup> of people say that they would purchase from a brand they are emotionally connected to?

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We all can recall a childhood memory of visiting a theme park and feeling amazed—emotions that last a lifetime. On the other hand, we all know what it feels like to experience stress—which spills over into our actions—at the grocery store or dentist. These memories typically don't last as long, but if you were asked how your experience was on the way out, your feedback would include some valuable emotive language inside.

According to Forrester<sup>2</sup>, it's not only effectiveness and ease that influence a customer's experience with a brand. When it comes to customer loyalty, **how** an experience makes someone feel means more when it comes to influencing repeat brand interactions.

As humans, our day to day behaviours are usually driven by our feelings. This means that understanding emotions in your customer experience (CX) feedback will be the key to unlocking richer insights and more relevant business opportunities.

This article is written by industry experts at The NRMA and InMoment to help you understand emotions, how you can apply them to your feedback, and how they help you stand out in the market.

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<sup>1</sup> CMS Wire: What Are the Emotional Drivers Behind Customer Experience?  
<https://www.cmswire.com/customer-experience/what-are-the-emotional-drivers-behind-customer-experience/>

<sup>2</sup> Forrester's Australia 2020 Customer Experience Index: Financial Services Brands Struggle To Differentiate CX Quality

## EMOTION ANALYSIS:

# Where Did We Come From & Where Are We Going?



It all started when text analytics (a natural language processing technology) arrived about a decade ago in the CX world. This allowed feedback to be captured without manual coding and sorted into themes.

Text analytics has easily become the industry standard in classifying feedback into actionable information.

Then, sentiment was born. Sentiment analysis helped CX professionals understand the degree to which a specific verbatim was positive, negative, or neutral. When it comes to analysing sentiment, we know that sentiment analysis is a proxy for measuring satisfaction regarding the topic measured.

Now, we have the capability to understand customer feedback on a new level through emotions. By focusing on the emotional language in addition to the polarity of

their theme, technology helps us unlock a new level of understanding from our feedback data. It's important to note that not every comment will have an emotion keyword since customers do not always express themselves with emotional language in their responses, but when they do express themselves, the insights are game-changing.

The emotions solution in the InMoment Platform identifies when customer emotions are present in a comment at an individual phrase level, allowing emotion categories to be assigned when a respondent uses relevant positive and negative keywords. Through this coding, InMoment provides CX professionals with a more comprehensive view of respondents' self-identified emotions, which unlocks a deeper understanding of their customers on a more human level.

## Here's an overview of the emotions and corresponding keywords displayed in the InMoment Platform:



### Delighted

Keywords: delighted, astonished, stoked, etc

### Excitement

Keywords: excited, enthused, passionate, etc

### Happiness

Keywords: elated, enthusiastic, happy, etc

### Love

Keywords: gratitude, love, thankful, etc

### Respondent Understands

Keywords: clear headed, understand, etc

### Satisfaction

Keywords: satisfied, never dissatisfied, etc

### Trust

Keywords: trust, confident, relaxed, safe, etc



### Shocked

Keywords: shocked, speechless, etc

### Anger

Keywords: anger, frustrated, impatient, etc

### Displeasure

Keywords: disappointed, embarrassed, humiliated, etc

### Hate

Keywords: hate, appalled, disgusted, etc

### Confusion

Keywords: confused, perplexed, do not understand, etc

### Dissatisfaction

Keywords: dissatisfied, unsatisfied, never satisfied, etc

### Anxiety

Keywords: anxious, overwhelmed, stressed, uncomfortable, etc



# The NRMA Brings Emotions to Life

When it comes to using emotions to inform actionable improvements across the business, the NRMA is an industry leader.

The NRMA is an Australian member-based company focusing on all things mobility for more than 100 years—roadside assistance, motoring advice, car servicing, and more. After years of analysis, the business recognised that the emotion of “trust” is key to unlocking connection with its members.

About three years ago, The NRMA teamed up with InMoment to start looking into its customers’ emotions for the first time. To get started, the CX team included more than 10 hard-coded emotion questions within member surveys asking both open-ended and ratings-based questions. This gave the business a solid foundation of comparison when beginning to use the emotions product in text analytics.

From there, the team took a deep dive into the code frames to validate that they were working well. From independent survey coding, the business knew “trust” was an important emotion for The NRMA

members, and expected to see this theme across the data. Surprisingly, this wasn’t the case—in fact, the strongest emotion theme across multiple projects was “happiness”. To explore these results, the business pulled six months of open-ended data from one of the surveys in flight. The business noticed a number of key themes that were worth investigating further, and counted on InMoment to help them develop custom categories bespoke to their business.

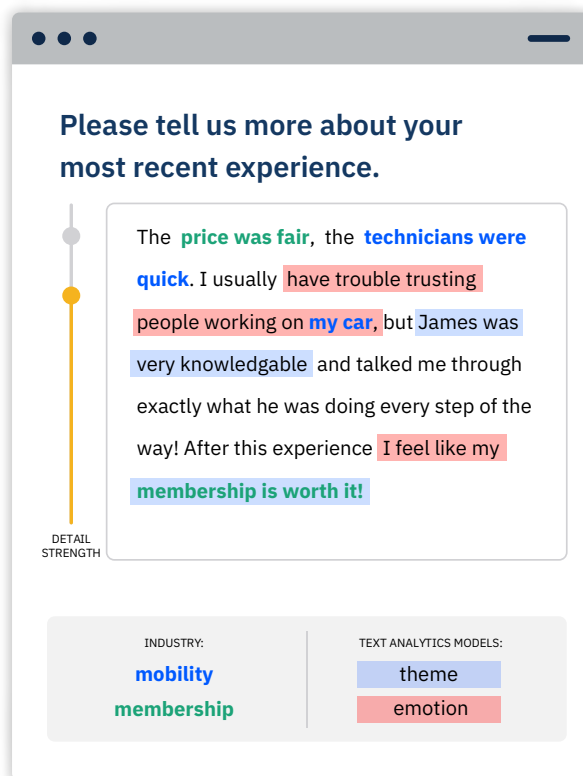
## Customizing Emotion Categories

The NRMA worked together with InMoment to calibrate the category sets. Through this experience, The NRMA learned validating the emotion categories and making sure they were appropriately defined for its brand was an important first step in the journey to understanding unstructured feedback. By customising the emotions categories unique to their brand, The NRMA felt confident to take action on the insights coming through.

## Turning Insights Into Action

After getting the category sets down, it was time to take the emotions work to the next level. The company focused on moving beyond validation of existing measures and turned attention to discovering actionable business insights.

The brand looked at Roadside emotion data to start with, and one big insight stood out: employees were making all the difference to the Members' experience.



The NRMA insights team could see that both positive and negative emotions were showing up in the text analytics verbatim when Members were talking about their experience interacting with The NRMA employees. Even when there was a negative experience with a product, if the employees were able to solve the problem, data showed a positive effect on the comments and scores.

The NRMA set about quantifying this information to make it actionable by the wider group. Using the InMoment Platform, the business was able to demonstrate that a positive people experience within a negative product situation had a measurable effect on both promoter and detractor scores. The CX team shared this information as a staff training tool to demonstrate how important employees really are to the wider business.

## What's Next for The NRMA?

Next up, The NRMA will tailor the emotions approach and replicate across other areas of the business. Emotion outputs with verbatim review will be used to understand specific categories affecting key measures, and then to quantify these findings into specific action points.

# How Can I Apply Emotions To My Business?

Many companies struggle to understand how this connection translates to their own businesses and to effectively integrate emotional measurement into their CX efforts. While InMoment offers a comprehensive set of emotions programming, this may be overwhelming for companies to consider in its entirety. In order to make the most of these insights, companies might be best served to first identify and focus on which emotions are most relevant to their own business and customers.

For example, in the midst of the global COVID-19 pandemic, retailers might find that “trust” becomes a more prominent emotion in their data. Because of this, they should focus on “trust” drivers to increase customers’ confidence in their brand, which can lead to greater customer loyalty. For example, an energy company InMoment has worked with found that confusion or displeasure impacted NPS scores as negatively as those expressing anger, so prioritising all three emotions—not just anger—is critical to understanding and improving your customers’ experience.



## Let’s Take on the Challenge, Together

In his book, *The DNA of the Customer Experience* (2007), Colin Shaw wrote that “emotions are at the very core of the actions buyers take, but yet for years, businesses have ignored them.”

Emotion provides a powerful window into critical CX decision-making and plays a significant role in both purchase decisions and future customer loyalty. By providing deeper insights into the emotions of their respondents, the InMoment Platform helps clients in their quest to:

- Identify areas of high emotion for systemic improvement efforts and employee coaching
- Trigger customer contact and recovery efforts based upon the presence of selected emotions
- Further explain the drivers of key outcome metrics

Get in touch with us to see how understanding emotions can help understand your brand’s unique customer feedback.

This paper was written in collaboration with **The NRMA** and our in-house InMoment experts **Robin Cagle**, Director of Text Analytics COE, and **Lisa Cesarini**, Manager of Text Analytics COE.

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