

The 12 Customer Emotions Brands Must Understand

Why Emotion Analysis is Key for Organizations to Compete in Customer Experience





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Why Are Businesses Getting So Emotional?

The stakes in customer service have never been higher. The rate of innovation and growing customer expectations have **pushed customer experience (CX) to the forefront** of market competition. Getting emotional could be the next big differentiator.

“Emotion has a bigger impact on brand loyalty than effectiveness or ease in every industry,” according to Forrester Research. But for most CX professionals, emotion is undiscovered territory.

Measuring, understanding and responding to customer emotions has become the edge for businesses seeking increased customer loyalty and competitive advantage.

Delivering exceptional CX and forming emotional connections within every interaction begins with tools that deliver emotional intelligence. The following pages explore which customer feelings have the deepest impact on their experience with your brand.

You’ll learn how artificial intelligence (AI) and conversation analytics detect and deliver the emotional insights you need to improve the customer journey. And you’ll discover how you can leverage emotional understanding to drive CX improvements and help your business connect with customers on a deeper, more impactful level.



What Is Emotion?

Emotions are considered to be the feelings generated by our brains when we combine cognitive appraisal with bodily perception. When a customer sees an unexpected item on their bill, they appraise the item as bad and their body may react with a tight stomach and a flushed face. They may be experiencing anger.

Though there are many feelings that our body perceives as emotions, psychologists and scientists generally subscribe there are six basic emotions: fear, anger, joy, sadness, disgust, and surprise. It can be considered all other emotions represent different extremes or variations of these basic themes.



Fear



Anger



Joy



Sadness



Disgust



Surprise

When your customers interact with your brand, they may experience a wide range of emotions that fall into the categories illustrated here. Within CX, your goal is to create an emotionally satisfying, positive experience that ideally leaves the customer feeling happy with your business or interaction.

But a key part of that is trying to define how your customers feel and making changes to improve those perceptions.

While psychologists tend to rely on several diagnostic tools to assess their patients’ feelings, businesses often rely on post-interaction surveys to understand what their customers feel about them. However, asking a customer how they feel **can return varied results.**

And often, post-interaction surveys tell only a partial story of those emotions. AI-driven emotion analytics tools, on the other hand, can assess every customer interaction and return richer insights which help your business discover more around customer emotions.

Sentiment vs. Emotion

Sentiment analysis continues to be an important standard within customer service. With the addition of emotional understanding, a more nuanced and complex understanding is available for a business to refine their approaches.

Although sentiment analysis remains a foundational element, emotion analysis of customer interactions is the next powerful step in your CX journey. Both sentiment and emotion are important aspects of your customers' experience.

Sentiment is a powerful indicator, but measuring emotion can provide an even clearer picture into customers' experiences.

Emotional insights can more quickly identify motivational indicators, such as loyalty or churn-likely behavior.

Sentiment

Can be thought of in terms of five-star ratings. "How many stars would you rate your experience?" One star is very dissatisfied. Five stars indicates extremely satisfied.

This is very helpful as these sentiments are one-dimensional. The experience was negative, positive or neutral.



Emotion

Provide a more nuanced look into the customers' feelings. If sentiment characterizes how customers feel toward something, emotion is how they react to that feeling.

Emotion reflects a multi-dimensional spectrum of customer traits by combining intensity with sentiment.



What's the Value of Emotional Intelligence within CX?

Customers who are emotionally connected to your brand are **worth two times more** to your business than highly satisfied customers. Additionally, **83% of consumers** indicated they were more likely to purchase from a brand they are emotionally connected with. There's a definite return on an emotional investment.

Creating an emotional connection with customers goes a long way toward building a stronger brand and improving loyalty.

The goal line has moved from satisfying customers to creating emotionally satisfying experiences. In **"The New Contact Center Empowers Its People with Customer Intelligence"**, a study commissioned by CallMiner, Forrester Consulting found that 57% of contact center decision makers struggle to determine their customers' dynamic emotions.

It also asserts that "brands will find it difficult to provide emotionally resonant interactions if they don't understand what customers are trying to do and how they feel about the interaction." The emotional intelligence available in **AI-powered conversation analytics** can give your contact center the ability to better understand customer emotions.

By identifying and analyzing customers' emotions, your business uncovers what matters most to customers, enabling you to support them with the following benefits that extend well outside of the contact center.

Stronger Emotional Connections

Customers are emotionally connected with how well they feel your **brand aligns with their motivation and fulfills their needs**. Emotion analysis can reveal critical drivers to enable data-informed strategies.

Improved Customer Experiences

Negative emotions, like frustration or stress, can be tracked to reveal systemic failures across different departments, such as product, marketing or sales.

Higher Performing Agents

Emotions provide new perspectives on how your frontline team is representing your brand and how customers are reacting. Based on how your agents represent your brand, you can uncover opportunities to improve training.

Emotion-Driven Decisions

Insights gained from understanding customer emotion can impact decisions throughout the enterprise. Sales and marketing, for example, can easily leverage customer emotion data to inform product preferences and the resonance of ad campaigns.

Emotion analytics is a key to unlocking critical insights that were once invisible, helping your business accurately measure, understand and uncover insights in every interaction to develop strategies that take CX to the next level.

"Brands will find it difficult to provide emotionally resonant interactions if they don't understand what customers are trying to do and how they feel about the interaction."

"The New Contact Center Empowers Its People With Customer Intelligence," Forrester Opportunity Snapshot: A Custom Study Commissioned by CallMiner, March 2021

12 Key Emotions to Know for CX

To help businesses determine how emotions influence customer decisions, it helps to first determine whether the emotion helps or hinders customer loyalty. The 12 emotions listed below have been divided into four bundles, each representing increasingly negative CX motivators -- the first two indicator bundles drive customer loyalty while the last groups of emotion can destroy loyalty.



Loyalty Indicators

Emotions: Happiness and Satisfaction

These emotions are the peak of customer experiences. Positive CX, like the best products and quick fixes, can evoke these vital emotions from customers. When customers are satisfied, they become more connected to your brand. If you're not creating happy moments for your customers, then you have some work to do.



Interest Indicators

Emotions: Excitement and Surprise

These emotions have a direct impact on short-term spending. CX can deliver excitement by ensuring your offerings meet or exceed customer needs. Once you have the customer's attention, you can help them explore ways to solve their problem. If you don't respond to these emotions with real solutions, your customers' interest can wane.



Negative Interest Indicators

Emotions: Fear, Guilt, and Shame

These emotions have a negative impact on short-term spending. CX can create fear by introducing new features without explanation. Guilt can arise when customers discover a fix they should have seen earlier. These emotions get attention, but not for the right reasons. If you don't respond to these emotions quickly, they can easily become destructive.



Destructive Indicators

Emotions: Anger, Irrate, Contempt, Disappointment, and Disgust.

These emotions must be noticed, and businesses work to avoid making customers feel this way CX that delivers disappointment, for example, will lead to lost revenue, missed opportunities and increased resolution costs. When these emotions are identified, CX should intervene with appropriate efforts. If you don't address these emotions, your customers will abandon your brand.

These 12 emotions have specific influences on your CX journey.

Once you begin to understand your customers' emotional experiences, you can determine whether that experience will drive or destroy value. Then you can design deliberate responses, processes or policies to either capitalize on, or attempt to remediate, those emotions.

How Does Emotion Analysis Work?

Conversation analytics tools which analyze emotions provide objective measures of interaction data without requiring any additional action from the customer.

In addition to requesting post-call surveys that customers tend to ignore, emotion detection applies AI to the voice and text data customers provide in real-time – or in other words, the unsolicited feedback customers give. In this way, you gain critical insights with potential for influencing your CX strategies.

The most effective conversation analysis solutions achieve emotional detection and analysis using the following methods.

Sentiment analysis in text

Voice calls, text interactions (like email and chat), and metadata are converted into data-rich text formats, which are then searched for sentiment phrases. For example, if a customer types “frustrated” into an email or says “disappointed” during a call, analysis flags the word as a negative sentiment. This sentiment data is then passed into further analysis.

Speech Analysis

Next, audio from customer calls is analyzed for emotional cues and within context. Beyond the words and sentiment ingested in the previous step, speech analysis examines elements like voice acoustics, tone, tempo and the percentage of silence within a call to interpret emotional content. For example, customers who speak rapidly and begin raising their voice for emphasis can be interpreted as anger. Further, understanding context alongside acoustics can uncover hidden meaning behind words that typically would be used to describe satisfaction – like “That’s just great!” – but are actually a negative emotion in the context of the interaction.

Emotion Categories

Emotion categories, or emotion packages, are a key aspect of emotion detection. Most solutions today confidently categorize between 15 and 20 emotions for contact center performance. However, AI and machine learning techniques are better defining existing categories through regional and contextual indicators.

Emotional Classification

AI does most of the heavy lifting. AI and machine learning combine the keyword sentiments found in the first step with the more nuanced speech analysis data, creating an index score that can be flagged as a specific, pre-defined emotional category. For example, in one interaction a customer said “thanks” (positive sentiment) multiple times in a light, measured tone (low intensity), so the moment may be categorized as Happiness.



Because emotional responses vary between people, countries and cultures, customization is a critical component of any conversation analytics solutions that aim to deliver emotion analysis.

Customization allows each business to refine and redefine emotional categories to fit their individual business needs. While these are exciting uses of AI-powered analysis, the goal is to apply the lessons learned from recognizing and analyzing emotions to improve their relationship with customers.

Conversation vs. Text to Measure Emotion

Not all analytics solutions are created equally. Technology innovations in AI, natural language processing (NLP), deep and machine learning, have been evolving over the past decade. The most effective and comprehensive analysis solutions leverage these advanced technologies to support omnichannel customer experiences.

Modern contact centers offer omnichannel experiences, including email, text, social, chat and telephone. Capturing emotions from every customer interaction is critical for creating a seamless omnichannel experience.

The best solutions use AI, ML and more to enable your business to learn from every interaction to create strong engagement strategies and drive CX improvement.

Actionable CX Insights from Emotion Analysis

Leveraging emotion analysis reveals valuable insights into your customers' feelings and perceptions. Driven by AI and machine learning, these tools provide actionable insights based on not only what your customers say, but how they say it.

This allows you to develop more effective, impactful connections within the omnichannel customer journey. The following actionable insights will help you leverage emotion to drive better customer experiences throughout your business.



Improve outcomes through historical analysis:

The multifaceted data provided by emotion analysis gives information on every aspect of each moment of every interaction, making it easier to pinpoint trends in the appearance of negative emotion. For example, analysis of emotional trends within contact centers might discover that a call script's friendly introduction creates frustration, and the identification process is perceived as intrusive and annoying.

As a result, the standard call script may be tweaked to be more professional and explain the reason for the identification step. Additionally, executive decision-makers across departments and up to the C-Suite can benefit from a goldmine of data that helps them understand which of their products or services elicit desired emotions, and make more informed changes.

Prevent churn of vulnerable customers:

Customer vulnerability can be difficult to pinpoint and address. Emotion analysis enables you to generate customer scorecards to confidently identify the **criteria associated with vulnerability**. These criteria can then be assigned a category and tagged for future remediation actions. The tagging criteria helps contact centers automatically monitor for known vulnerable behavior. In this way, agents can be empowered with real-time notifications of customer vulnerability to address the customers' needs more appropriately.

Increase value of voice of the customer:

Understanding what your customers are feeling during and after their interactions with your brand can completely change the way you do business. With emotion analysis, you can increase the value in voice of the customer (VOC) programs. You not only gain insight into what each individual customer may be feeling, you also get trend information that identifies issues so they can be used to address smaller issue before they can evolve into bigger problems.

Deliver real time interventions:

Customers often reach out to contact centers as a last resort after failing to resolve an issue via self-service, and emotions can run high in these situations. Emotion analytics delivers real-time, crucial feedback to agents, equipping them to respond appropriately and improve the outcome of the interaction. Real-time alerts derived from emotion analysis can be popped onto agent screens with next-step suggestions.

Driving enterprise decisions:

Emotion analytics has the potential to help your entire enterprise. While the contact center provides a great starting point, you can leverage customer emotion data to inform marketing, product, financial teams and more to create even greater impacts. Product management teams, for example, can use historical emotional analysis to spot trends in customer feelings toward new products or features. Marketing, on the other hand, can use customer emotion to better understand how customers feel about corporate messaging, new ad campaigns or even compared to competitors. While finance teams can be informed of any trends in emotional reactions to billing changes or specific line items on invoices.

Measure voice of employee:

Agents have very hard jobs, and understanding employee emotions can help organizations better support agents with a pat on the back or well-timed intervention when the situation warrants it. Supervisors can also identify when agents handle customer interactions successfully and use those examples to improve performance across the agent base. Further, if an agent handles an overly emotional customer and has a conversation that ends with rude or offensive customer behavior, supervisors can better help agents recover. These efforts can help reduce agent turnover and greatly improve CX over time.

Improve agent response and connection:

According to the recent Forrester Snapshot Study, commissioned by CallMiner, 68% of businesses agree that the call center has become the new empathy channel for customers, and 70% feel that agents are dealing with more emotionally charged situations than ever before. Emotion analysis can help with training and support to improve agent responses to dynamic situations. Providing agents with the knowledge and tools to address customer needs is critical for CX improvement. Also, emotion analytics can monitor agent performance to identify patterns, helping agents develop the skills they need (empathy, politeness, efficiency, etc.) to reach better outcomes.

Get Emotional and Connect with Loyal Customers

Customers expect their brand to clearly understand their challenges, needs and feelings. Emotional connection has become the gold standard of customer service. Any business that fails to recognize these expectations may watch their customers move to more emotionally resonant brands.

You can compete by equipping your enterprise to better understand emotion and leverage data to drive a better, more human-centric CX. AI-powered conversation analytics gives companies the ability to understand customers better, improve service, develop higher performing agents, and create stronger customer connections. These insights also have the power to improve performance enterprise-wide. When businesses can understand how customers truly feel about them and make decisions that make them more customer-centric, everyone wins.

While the bottom-line impact on growth and revenue will speak for itself, your business may just develop a reputation of caring for your customers in a way that engenders deeper trust.



About CallMiner

CallMiner is the global leader in conversation analytics to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, allowing organizations to interpret sentiment and identify patterns to reveal deep understanding from every conversation. By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



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