bloakes| presentation

Building an emotional connection with customers through CX research

With implicit tests from social psychology

02 June 2023

A EGON

Who we are

Jules & Bloakes

Head of Consultancy

Background: Trade marketing, Research, Neuromarketing

Bloakes: neuromarketing research agency

Specialist: implicit response testing method

Bastiaan & Aegon

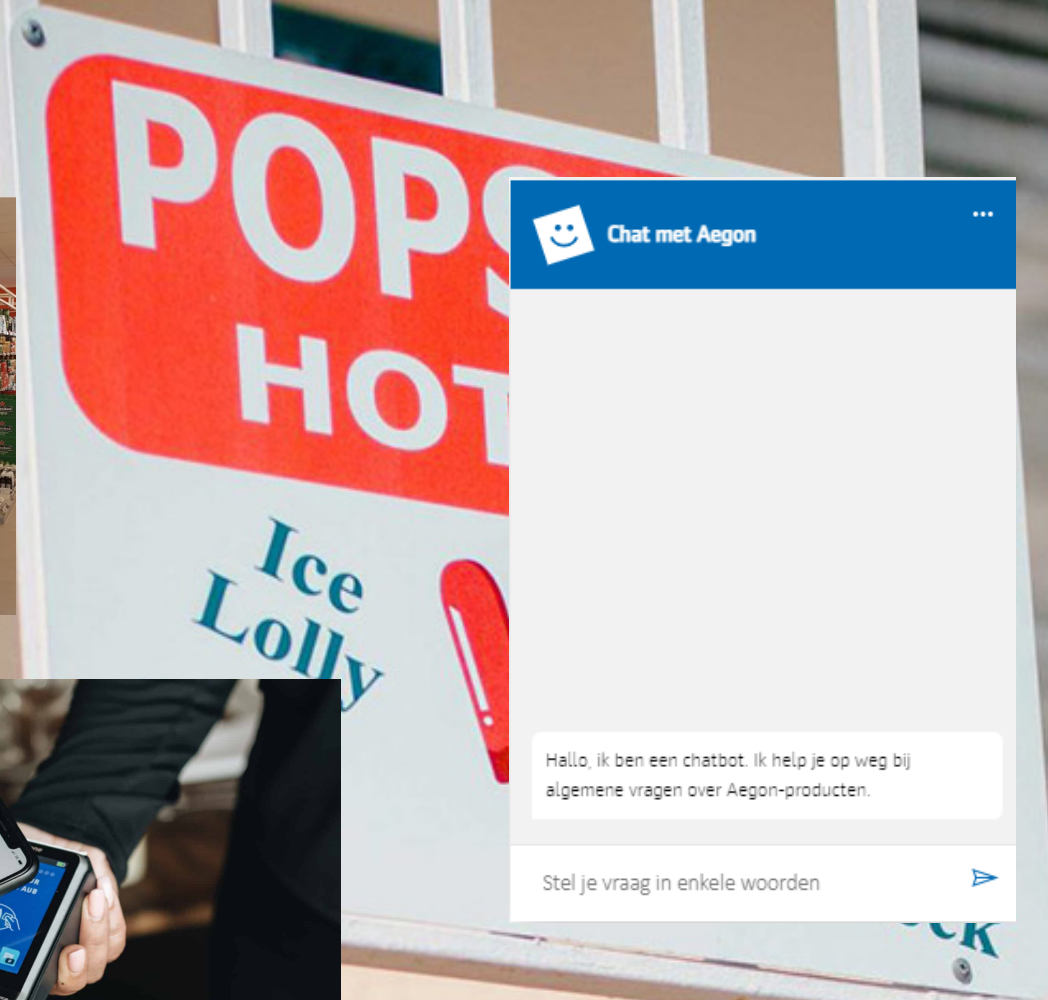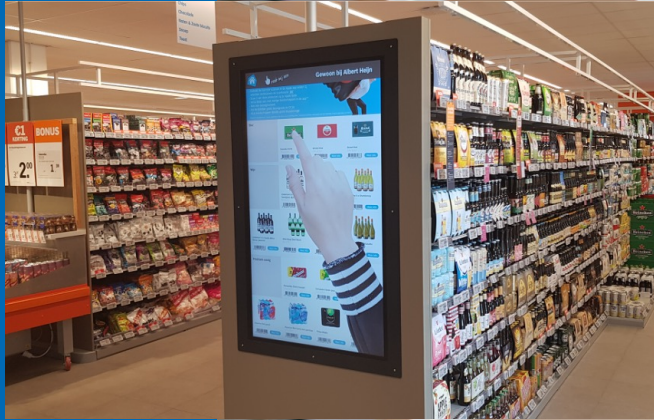Customer Journey Expert & Product owner

Background in: Hospitality, Marketing and Customer experience

Aegon: 2 million customers in the Netherlands
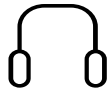Products: Mortgages, Insurances and pensions

Aegon's Customer Experience Strategy

We tune in and understand our customers

Being digital convenient

Creating meaningful experiences
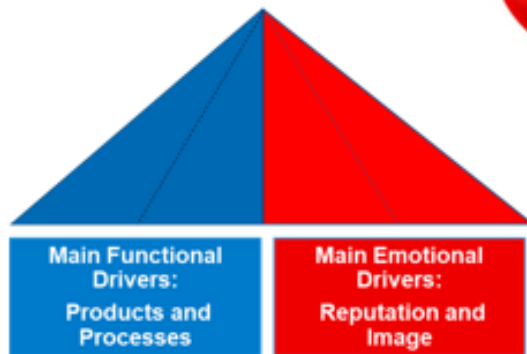
Excellent customer journeys

Head versus heart

The Aegon rNPS framework shows that in order to win you need to win the customers mind ánd heart

Winning over the minds:
Improve the functional relationship

Winning over the hearts:
Make emotional connection

Main Functional Drivers:
Products and Processes

Main Emotional Drivers:
Reputation and Image

Make it clear | Make it easy | Provide control | Make it reliable / predictable | Make it personal

We are unperforming on the emotional side

- **Mortgages -5**
- **Insurances** -8
- **Pensions -27**

* The group that is a detractor with emotional connection is decreasing.

Our use case to improve the emotional side

Current situation
- ✓ Intens moments
- ✓ Special programs

Only '1%' of our customers

Scale it with regular interactions
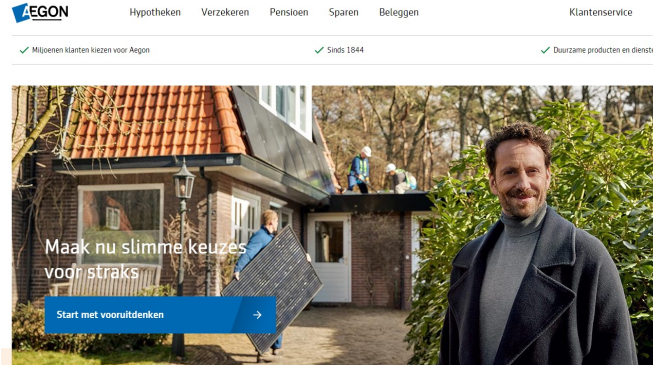
350K customers a year

Added to journey

- ✓ Content for the future (Sustainability tool, calculation tools & extra content)

- ✓ Brand voice & Images
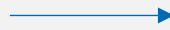
Meaningfull experience

E-mail → Aegon.nl → Document → Bye Bye

Question Bloakes:

How can we get an **emotional connection** with our customers in a **transactional process**?

" **I've learned that people will forget what you said people will forget what you did, but people will never forget how you made them feel.** "

~ Maya Angelou

"The emotional part of our brain, System 1, is responsible for the majority of our decisions."

(Kahneman, 2011)
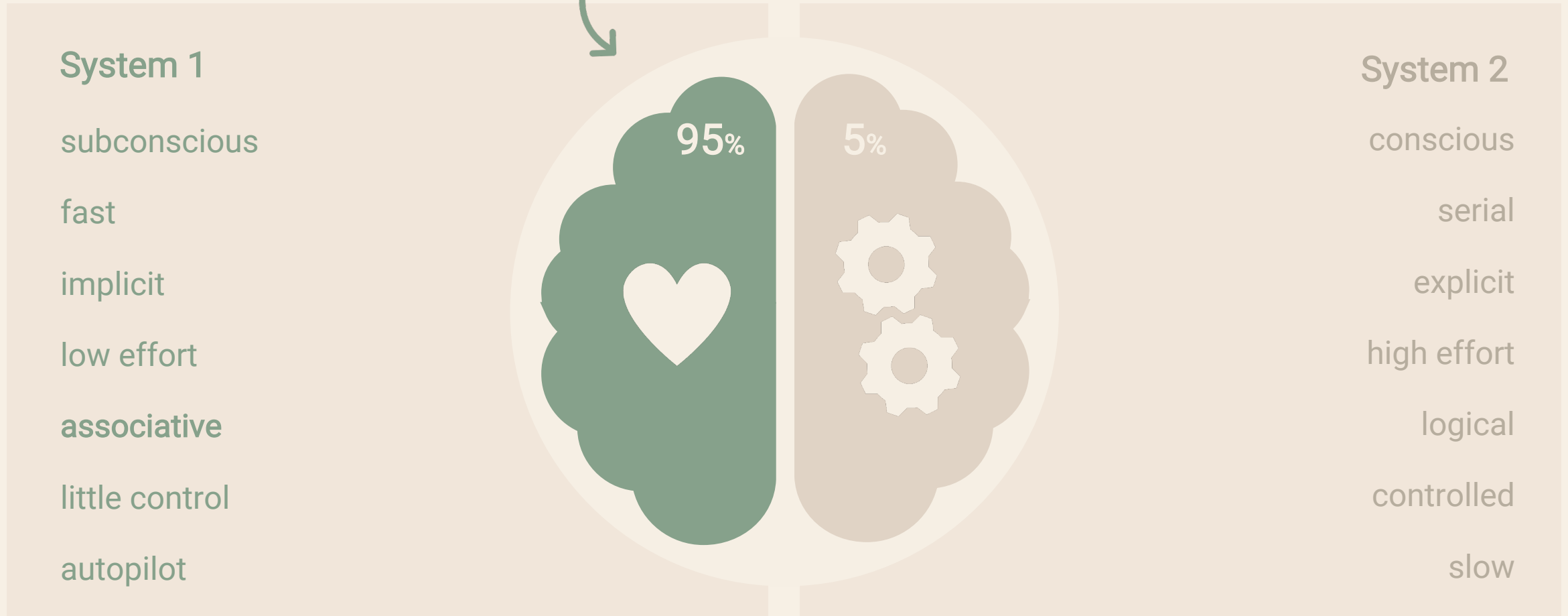
System 1

subconscious

fast

implicit

low effort

associative

little control

autopilot

95%   **5%**

System 2

conscious

serial

explicit

high effort

logical

controlled

slow

As an emotional connection is achieved by influencing the right associations, we looked with Aegon at the blind spots

reliable

?

predictable

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?

personal

?

As an emotional connection is achieved by influencing the right associations, we looked with Aegon at the blind spots

reliable

strength

predictable

empathy

personal

responsible

Once we know all important associations, we test touchpoint elements in an implicit response test

Preference headers

Associations with the content in touchpoints

Associations with the brand after content

Geef aan welke term je het best vindt passen. ⓘ

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promoten   negeren
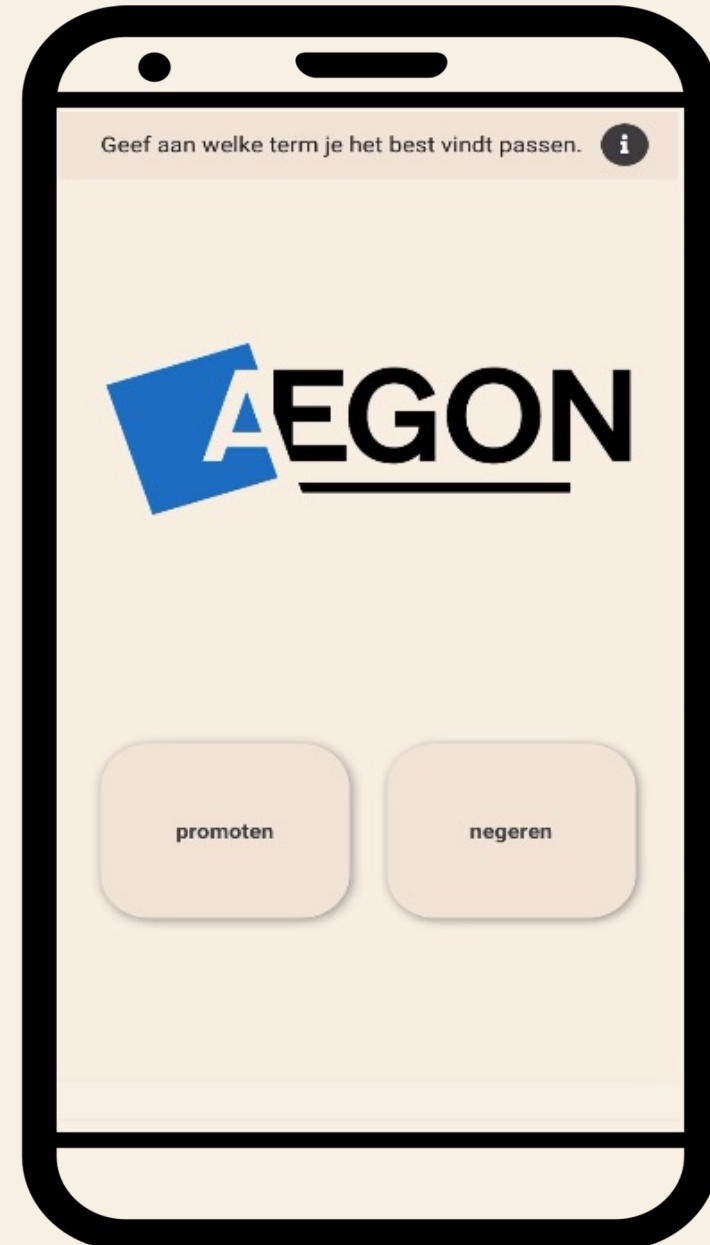
By doing this, we avoid some risks that can occur in System 2 research

Avoid socially desirable answers

People **do not always tell** what they will really do

Avoid self-deception

People are **not aware** of their **drivers** for behavior

Back to the case, Aegon had 3 questions for Bloakes:

1. Which **content variants** lead to the desired **associations** and **emotions**?

2. Which **content variants** lead to more **conversion**?

3. Does higher **emotional connection** also lead to **higher conversions**?

Emotion Impact Model: a lens on every customer experience

Higher scores mean more **powerful associations**, resulting in higher chance of desired customer behavior.

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recommend

repeat

relevant

attractive

Keep

*Do you make sure
you connect?*

See

*Do you stand-out
from the crowd?*

insightful

A high **See-score** means your
brand attracts the **attention** in a
way you want it to be.

EIS

Emotion Impact Score

you connect?

from the crowd?

insightful

EIS

Emotion Impact Score

reliable

Do you encourage
action?

Do you evoke
the right emotions?

Do

Feel

buy

fascinated

A high **Feel**-score means your
brand induces **positive
emotions**.

consider

optimistic

EIS
Emotion Impact Score

I search for

sharing

Do you encourage action?

Do you evoke the right emotions?

Do

Feel

buy

consider

optimistic

insightful

reliable

fascinated

A high **Do**-score means your target audience feels the intention to take action.

A high **Keep**-score means your brand or customer journey makes your customers feel **connected**.

When zooming in on Aegon clients, it shows that one particular tone of voice drives the best emotional connection
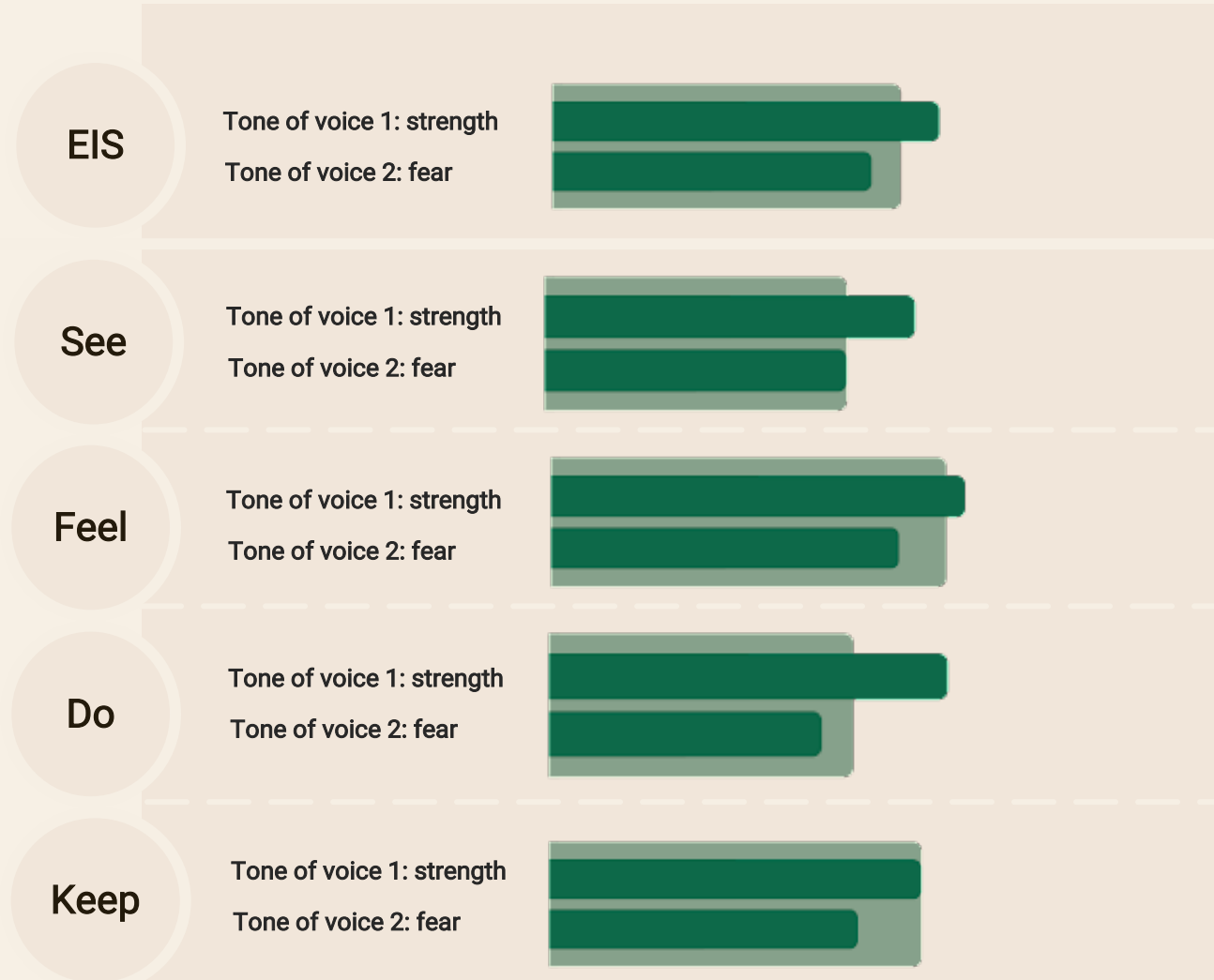
Brand impact on System 1:

Touchpoint communication: tone of voice 'strength vs. fear'

EIS

Aegon clients

Control
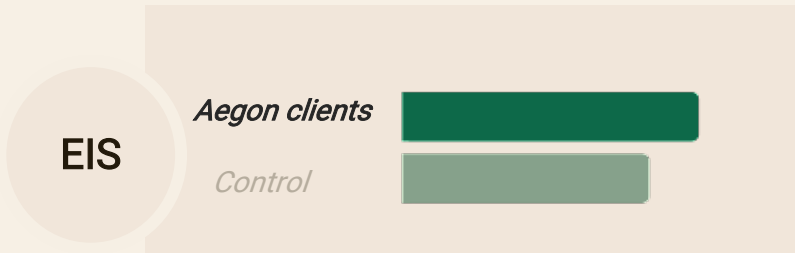
Takeaways

1. Emotion Impact Score shows clear lift with Aegon clients

2. Tone of voice '**strength**' has most impact on System 1

3. Tone of voice '**strength**' works better **without images.**

Result

Aegon choses tone of voice with positive impact on emotional connection

EIS
Tone of voice 1: strength
Tone of voice 2: fear

See
Tone of voice 1: strength
Tone of voice 2: fear

Feel
Tone of voice 1: strength
Tone of voice 2: fear

Do
Tone of voice 1: strength
Tone of voice 2: fear

Keep
Tone of voice 1: strength
Tone of voice 2: fear

Short term: rational messaging will win; but on the long term: emotional messaging grows brand and sales

SALES uplift over base

Emotional priming
Brand grows stronger, leading to long-term volume increase and reduced price sensitivity.

Rational messaging
Short-term sales uplifts, but brand perceptions unchanged. No long-term increase in sales or reduction in price sensitivity.

Rational effects dominate

Emotional effects dominate

TIME
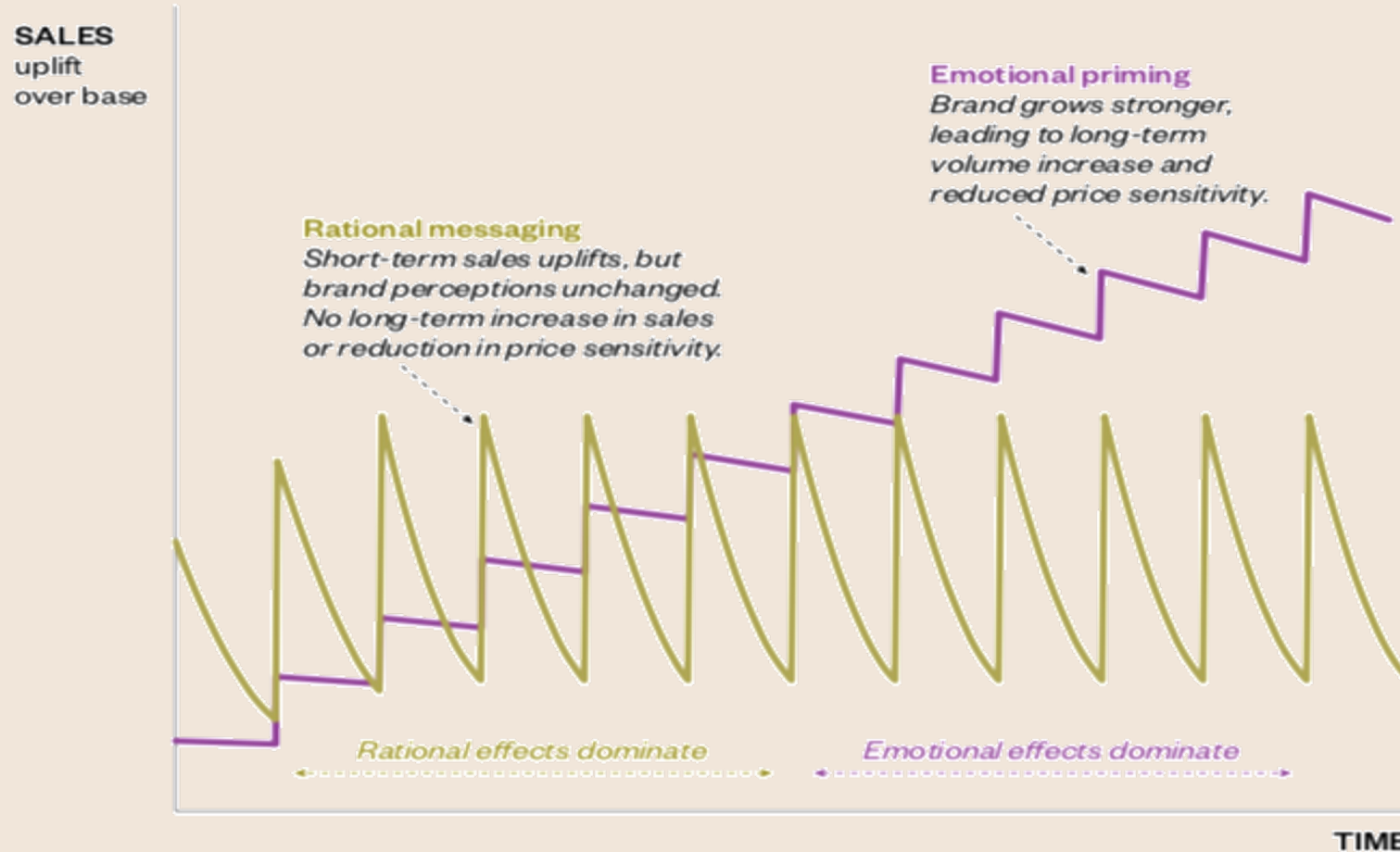
Source: Binet & Field (2016)

Build a strong association network by testing your emotional connection with clients

Findings

Customer interactions have direct impact on their **association network** with your brand

There is no **"short-cut"** to more conversion

Long term: emotional messaging > transactional messaging

Tips

95% of our decisions come from **System 1:** works associative & fast

Emotion Impact Model helps to define important associations for your brand

Use **implict response testing** to measure System 1 and build **emotional connections**

Would you like to experience an implicit test yourself?

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Book a demo!

Or try right away!