

CUSTOMER EXPERIENCE NEEDS MORE EMOTION

THREE COMPONENTS OF CUSTOMER EXPERIENCE



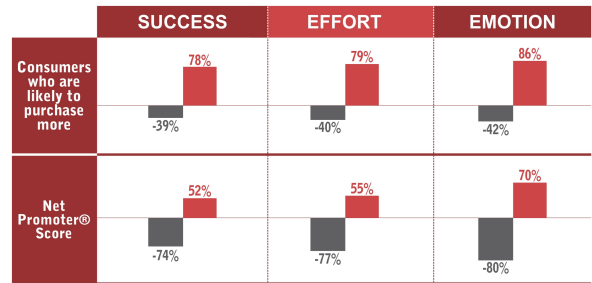
Every interaction affects customers along three dimensions.



EMOTIONAL ECONOMICS ARE COMPELLING



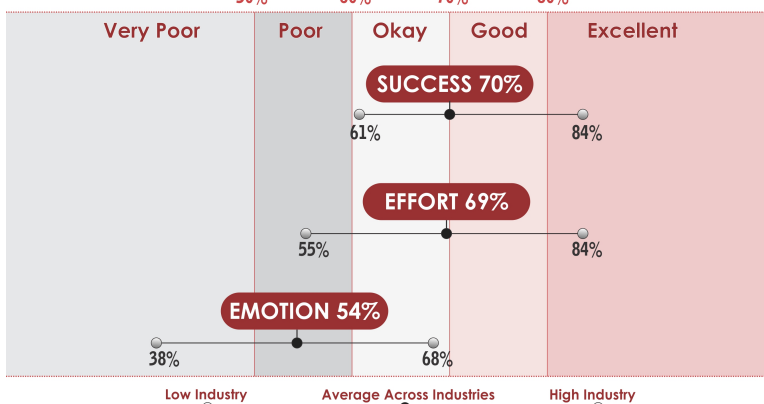
Emotion is the most significant driver of loyalty (Average across 20 industries based on feedback from 10,000 U.S. consumers)



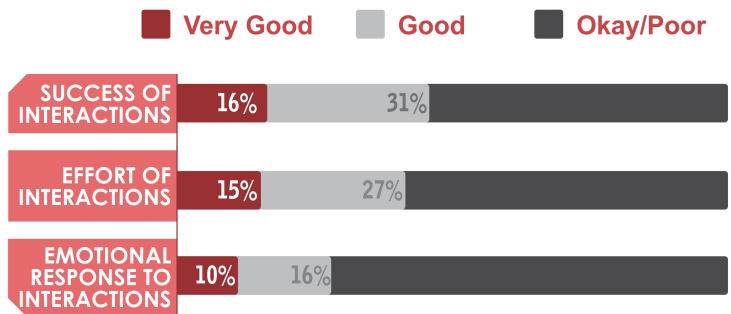
■ Consumers who give experience high ratings
■ Consumers who give experience low ratings

EMOTION IS THE WEAK LINK

Industry averages across 20 industries in the 2015 Temkin Experience Ratings



Respondents at more than 200 large companies rate their effectiveness at measuring the three elements of customer experience



EMOTION LEADERS AND LAGGARDS

2015 Temkin Emotion Ratings by Industry (Based on analysis of 293 companies across 20 industries)

Industry	Highest rating of industry	Lowest rating of industry	Industry	Highest rating of industry	Lowest rating of industry
Auto Dealers	Lexus	Jeep	Investment Firms	Ameriprise Financial & Charles Schwab	E*TRADE
Airlines	JetBlue Airlines	Spirit	Major Appliances	Whirlpool	Hitachi
Banks	USAA	BB&T	Parcel Delivery	UPS	DHL
Computer & Tablets	Amazon	Asus	Rental Cars	Ace Rent A Car	Fox Rent A Car
Credit Cards	USAA	HSBC	Retailers	PetSmart	Sears
Fast Food	Chick-fil-A	McDonalds	Software Firms	Apple	Blackboard
Health Plans	Tricare	Coventry Health Care	Supermarkets	H-E-B	Bi-Lo
Hotels	Hampton Inn	Motel 6	TV Service	Cablevision Optimum	Comcast
Insurance Carriers	USAA	Farmers	Utilities	Georgia Power	Con Edison of NY
Internet Service	Optimum	Time Warner Cable & Comcast	Wireless Carriers	Virgin Mobile	Sprint

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