Emotionally Intelligent Insights - Connecting Better with Customers’ Emotions

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What are Emotionally Intelligent Insights and why are they important?

80% of customer decisions are driven by emotions.

"For the first time in human history we have huge volumes of opinionated data recorded in digital forms." (Prof Bing Lu, University of Chicago)

"CX professionals must update their measurement programs to capture emotion." (Forrester)

But how do we use emotional analytics to turn digital impacts into actionable insights?
How?

- Uses AI software.
- Takes data from social networks, surveys, press, blogs, emails.
- Source data from dozens of social listening tools such as:
How? - The Process

- 8 Emotional Indexes
- 24 Emotions
- Emotional theme detection
- Action & Impact
Example Outputs

High level summary:

Mentions of Dry January have a high Adorescore of 45.

High performance in the Joy Index (34) is driven by comments related to prize-giveaway competitions hosted on Twitter organised during Dry January. The Trust Index score (35) is driven by discussion surrounding the health benefits of abstaining from alcohol, with the event consistently being referred to as a “detox”.

The Sadness Index (15) is driven by some individuals lamenting their failure to stick to their abstinence.

The Disgust Index (14) is driven by individuals discussing the difficulty of abstaining from alcohol on Friday and Saturday nights.

Created by data scientists at Queen’s University, one of the UK’s leading research-intensive universities, Adoreboard was awarded Best Technology Start-up at the Silicon Valley Global Technology Forum.
The Value - How can we use it:

- Strategy and policy development
- Customer experience
- Real-time PR and communications
- Viral campaigns
- Increased revenue
- Evaluation
- Brand tracking
- Predict engagement
- Service redesign
Going Forward

- Upstream is where policy and strategy are born and developed.

- An insight driven strategy means mid and downstream brands, services, and interventions are more effectively targeted.

- Bear Upstream marries cutting edge emotional analytics blended with tried and tested research to inform policy and strategy and deliver true business impacts.

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