

the importance of creating an **emotional connection**

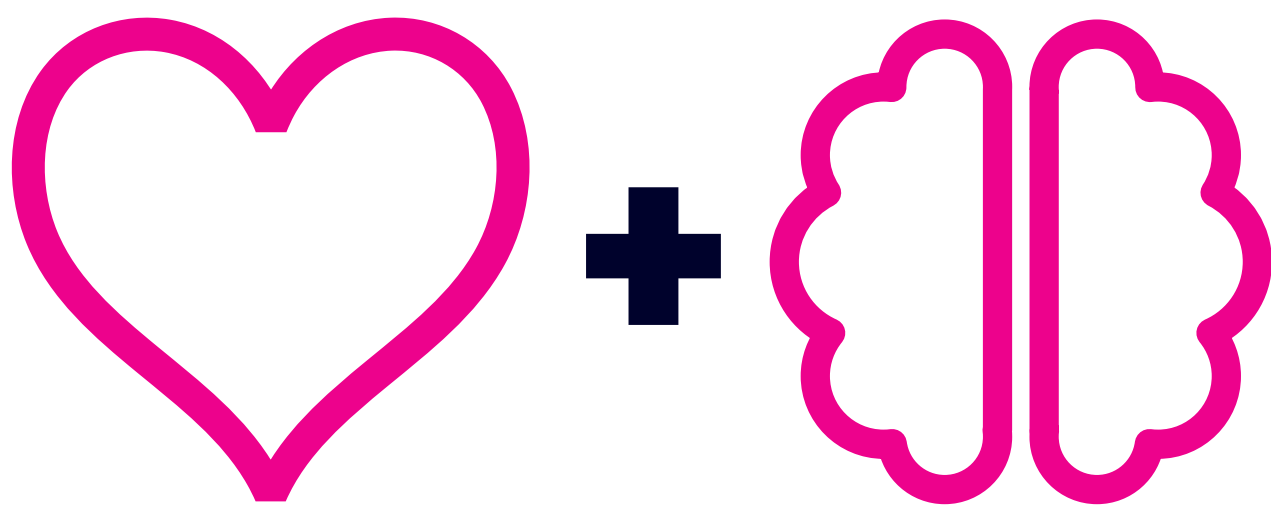
over
50%

of an experience is
based on **emotions**

Emotional connections can determine the strength and length of a customer relationship. They drive **passion, loyalty** and **advocacy**.

Emotions shape the attitudes that drive decisions and behaviour.

Without an emotional bond, customers can be easily swayed to try a competitor's products.



It is about **capturing hearts and minds**

How a company makes us feel determines our opinions about it and our buying decisions.

It is **more psychological** than **logical** and **more unconscious** than **conscious**.

Optimising connections leads to **improved business results**



“Customer satisfaction doesn't count... if you don't make an emotional connection with customers, then satisfaction is worthless.”

Research proved that customers don't buy strictly for rational reasons—much more important is engaging them on an emotional level.

Businesses that optimise this connection **outperform competitors by**



increase in gross margin



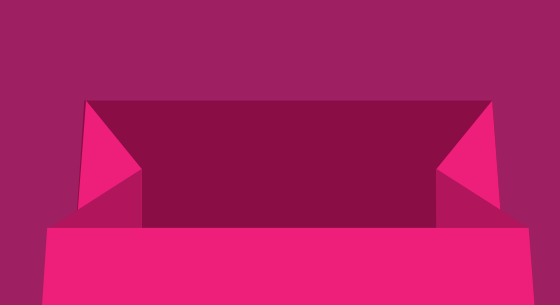
increase in sales growth

Emotionally engaged customers are...



3x

more likely to recommend



3x

more likely to re-purchase

Much less price sensitive

33%

said they would need a discount of over 20% before they would defect

Less likely to shop around

44%

said that they rarely or never shop around