



Instinctive**CHOICE**

## Emotional Tools

Emotional Profiling™

Preference  
Prioritiser™

Emotional  
Benchmarking™

Emotional Gap  
Analysis™

Customer Glue™

Web Glue™

# Customer Glue™

## Do customers stick with you?

Finding, attracting and retaining customers is a significant cost to all businesses. Being able to deliver excellent quality, competitively priced and to a timescale that suits the customer is no longer a guarantee of market share dominance. Increasingly companies are aware they must appeal to the customer on an emotional level. There are few rigorous approaches to building in such appeal and companies often end up with something that appeals to them rather than their customers.



Our data driven approach, based on Kansei Engineering, gives an insight into the specific emotions evoked by a particular product or service and the design elements which evoke the emotions. This approach significantly reduces the risk of designing for emotional appeal. The link between design elements and emotional responses is made explicit allowing services/products to be redesigned with improved emotional appeal and built-in desirability.

*“Customer Glue™ develops emotionally appealing services and products leading to long term sticky relationships with customers.”*

## Emotional Insight

- Appeal to your customers on an emotional level
- Build customer loyalty through emotional appeal
- Increase market share by developing emotional pulling power