



Instinctive**CHOICE**

Emotional Tools

Emotional Profiling™

Preference
Prioritiser™

Emotional
Benchmarking™

Emotional Gap
Analysis™

Customer Glue™

Web Glue™

Emotional Benchmarking™

What do customers feel about you and your competitors?

Conventional benchmarking allows companies to compare aspects of their business with others. Armed with detailed information on what the competition is doing and how it is doing it, one aim is to improve by learning from others. Unsurprisingly, we're interested in the emotional appeal of competing organisations. As customers' behaviours and decisions are driven by emotion, understanding how customers feel about you and your competitors is vitally important. How do the emotional responses that you evoke measure up against the responses evoked by your competitors?



Our data driven approach gives an insight into specific emotions evoked by products or services, allowing the identification of key emotional drivers. An emotional map provides a detailed picture of the emotional landscape, showing your position relative to the competition.

“Emotional Benchmarking™ provides you with an understanding of the emotional responses evoked by you and your competitors.”

Emotional Insight

- Understand the differing appeal of you and your competitors
- Link emotional drivers with competitors' market share
- Identify areas where emotional appeal can be leveraged to add value and provide differentiation