



Instinctive**CHOICE**

Emotional Tools

Emotional Profiling™

Preference
Prioritiser™

Emotional
Benchmarking™

Emotional Gap
Analysis™

Customer Glue™

Web Glue™

Emotional Gap Analysis™

Mind the gap!

What emotional responses do you think you currently evoke in customers? What emotional responses do you want to evoke in customers? Contrast either of these against the emotional responses that you actually evoke in customers and you have Emotional Gap Analysis™.

Emotional Gap Analysis™ is a tool designed to quantify the gap between company and customer emotional perspectives. Is it a hairline crack or a chasm?



“Emotional Gap Analysis™ identifies the gap between internal company and external customer perspectives.”

Emotional Insight

- Develop brand loyalty by delivering on emotional promises
- Identify opportunities for most effective use of resources to enhance emotional appeal
- Validate brand values on specific service channels and product lines