



Instinctive**CHOICE**

## Emotional Tools

Emotional Profiling™

Preference  
Prioritiser™

Emotional  
Benchmarking™

Emotional Gap  
Analysis™

Customer Glue™

Web Glue™

# Emotional Profiling™

## What do your customers feel about you?

Through recent developments in cognitive research, increasingly it is becoming clear that emotion is the key driver in decision making. If you face fierce competition from internal or external markets then you need to start forming a view of the emotional needs and desires of your existing and future customers. The companies who have started out on this journey are already realising the benefits of building long term sticky relationships with customers, informed by customers' emotional needs.



*“ Emotional Profiling™ is the first step in designing and delivering a customer centric business that engages customers in an emotional sense by developing in-built desirability. ”*

## Emotional Insight

- Lay the emotional foundations for further insight and development
- Understand customers on an emotional level
- Segment the market using emotional drivers