

# WHAT LEADING FSI BRANDS DO BETTER



**Disliked**  
brands



**Indifferent**  
brands

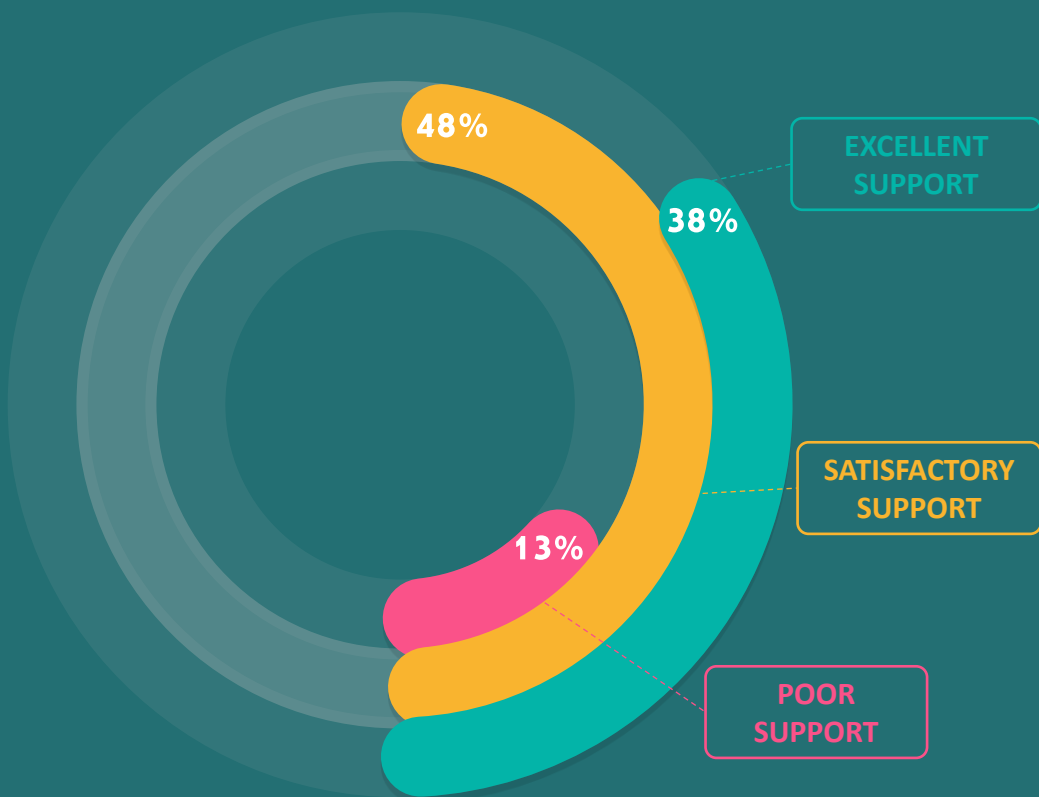


**Loved**  
brands

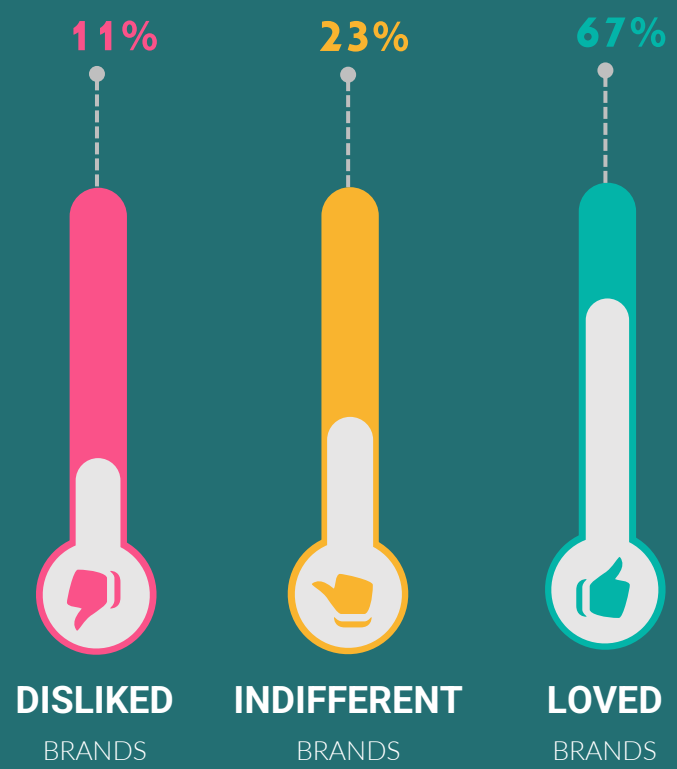
## CLIENT SUPPORT EXPERIENCE

Brands that clients **love** deliver excellent support experiences more frequently.

### SUPPORT EXPERIENCE



### DELIVER EXCELLENT SUPPORT EXPERIENCE

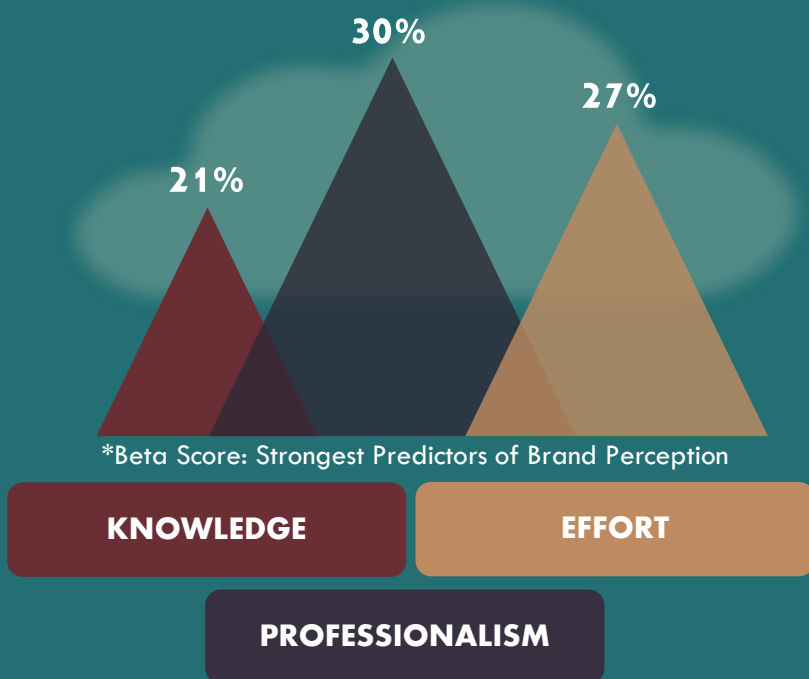


## WHAT DIFFERENTIATES SUPPORT EXPERIENCES

Brands that clients **love** provide support experiences that are professional, effortless, and display a high level of knowledge.

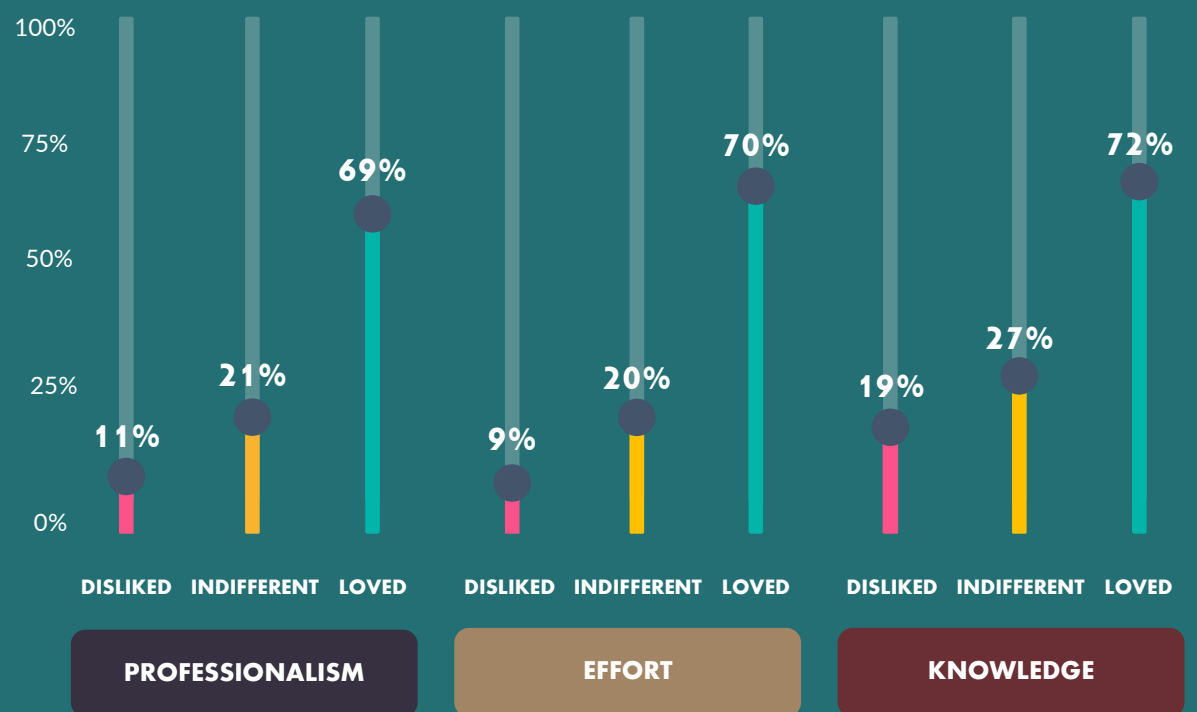
### IMPACT OF KEY EMOTIONS

The big 3 emotions that brands need to nurture with every interaction is that the brand is professional, knowledgeable and easy to interact with. When clients feel these emotions they become more loyal.



### EMOTIONS ELICITED BY BRANDS

Brands that are highly loved are at least three times more likely to demonstrate professionalism, convey expertise, and ensure an effortless experience.



## HOW DO YOUR FAVORITE BRANDS CREATE THESE POSITIVE EMOTIONS

Brands that are **loved** consistently perform better in the following ways:

