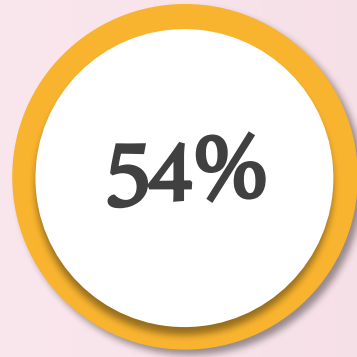


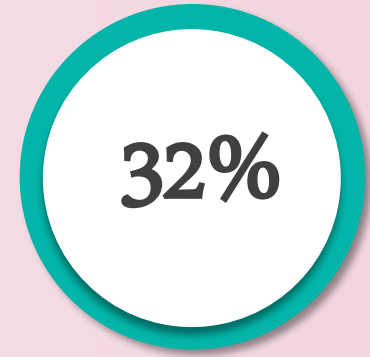
WHAT LEADING RETAIL BRANDS DO BETTER



DISLIKED
brands



INDIFFERENT
brands

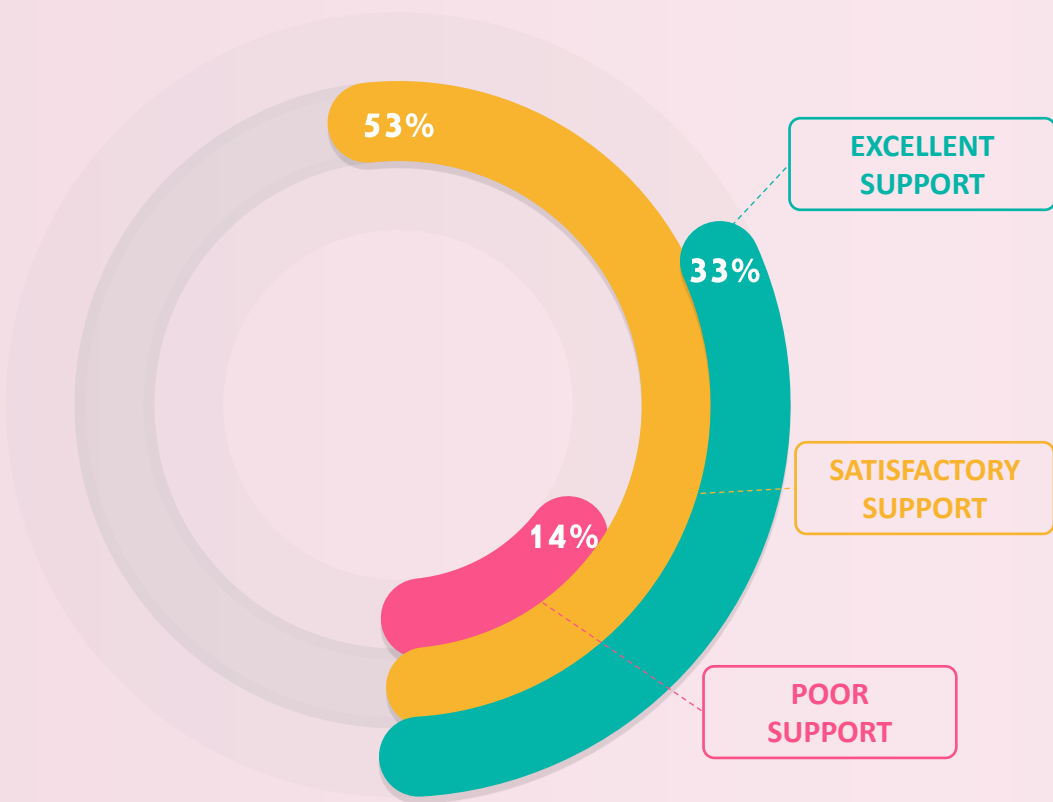


LOVED
brands

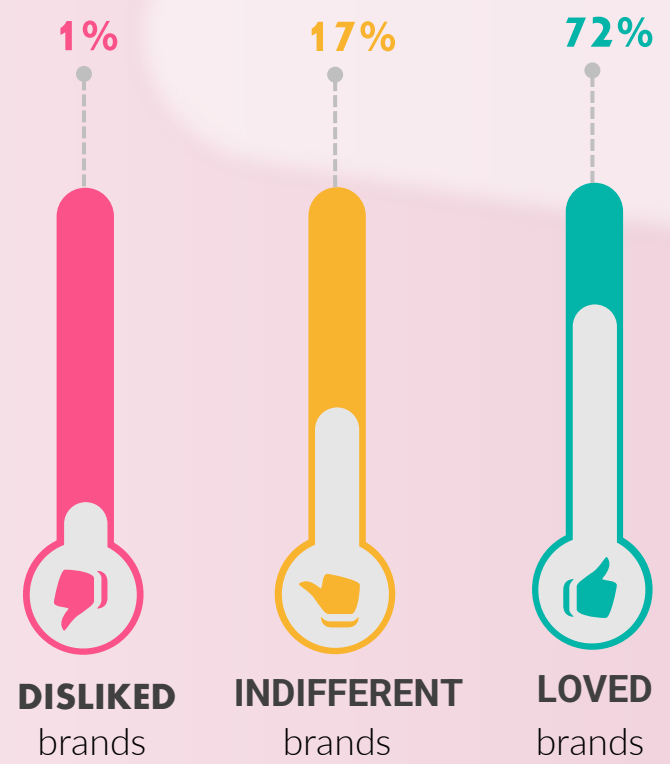
CUSTOMER SUPPORT EXPERIENCE

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

SUPPORT EXPERIENCE



DELIVER EXCELLENT SUPPORT EXPERIENCE

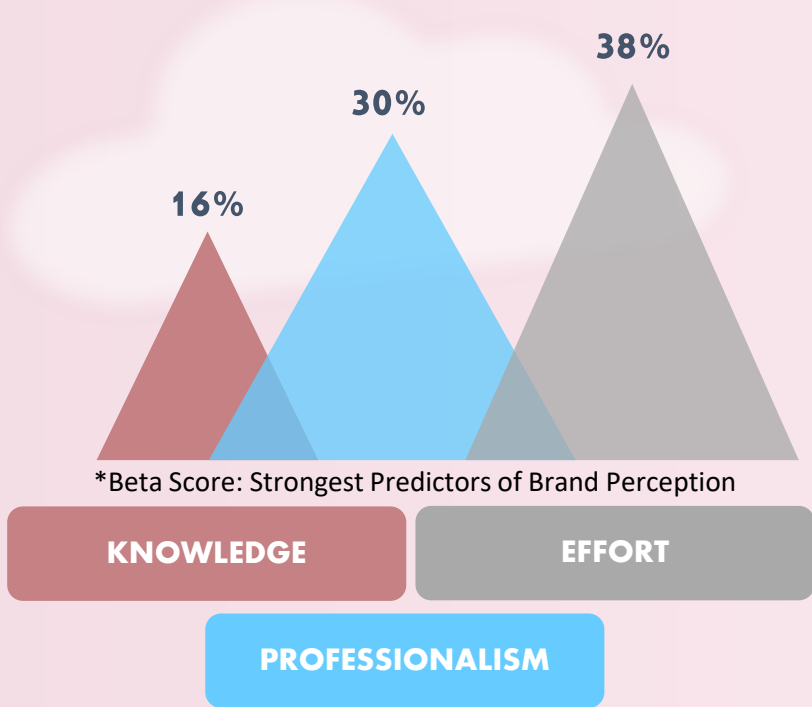


WHAT DIFFERENTIATES SUPPORT EXPERIENCES

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

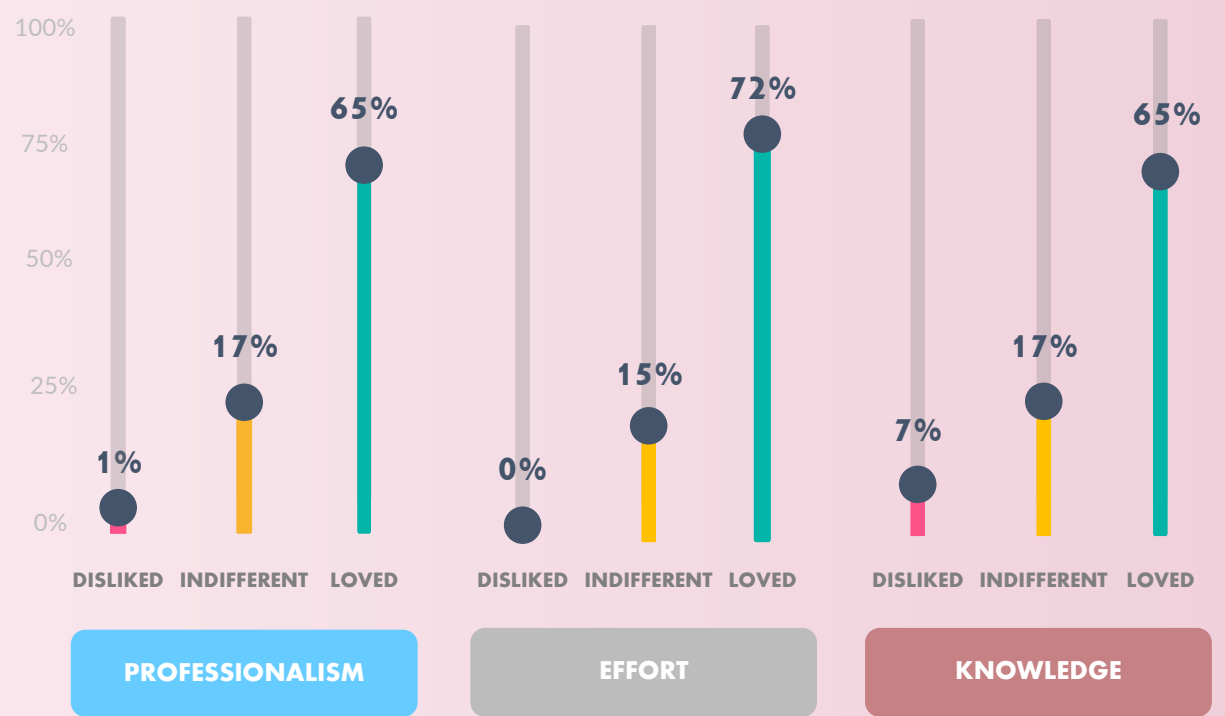
IMPACT OF KEY EMOTIONS

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 four 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:

