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\* Source: The DNA of Customer Experience: How Emotions Drive Value, by Colin Shaw, Palgrave Macmillan, 2007. Emotions That Drive and Destroy Value, Figure 1, right \* Pipeline Articles www.contactcenterpipeline.com 4 or not. Figure 2, above, is an example of Memorial Hermann Hospital System's Emotional Signature. The line through the middle is the average index for the hospital's sector ...

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To understand the DNA of customer experience you have to study in minute detail the connection between emotions and the effect on loyalty and spend. Combining the work of several authors, Colin presents four clusters of emotion: three that add value to a product/service and one that damages value. In addition there is an advocacy cluster.

### **The DNA of Customer Experience: How Emotions Drive Value**

The DNA of the Customer Experience gets to the real heart of what it is that makes Customer Experience Management so valuable as a means to increased profitability and differentiation in the over commoditized world we live in today.' - Rhonda Dishongh - Director, Customer Experience. Memorial Hermann Hospital System

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The Review of Marketing Communications Volume 27, 2008 - Issue 3. Submit an article Journal homepage

### **The DNA of Customer Experience: How Emotions Drive Value**

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COLIN SHAW is author of two best selling books 'Building Great Customer Experiences'and 'Revolutionise your Customer Experience. He is the Founder and CEO of Beyond Philosophy, the worlds leading thought leader in the Customer Experience.

### **The DNA of Customer Experience - Google Books**

The Problem Companies know that emotions drive customer behavior, but most have little idea how to connect in ways that motivate the desired behaviors.

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