



# Experience Psychology

Steven Walden,  
Senior Head of Research and Consulting



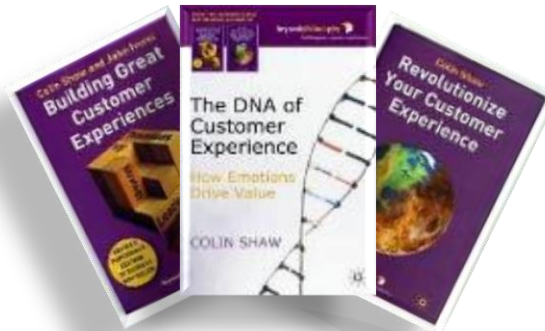
[www.beyondphilosophy.com](http://www.beyondphilosophy.com)



# Beyond Philosophy



**Customer Experience  
is all we do!**



**Thought leadership is  
our differentiator**



**Fourth book –  
Now Available**



**Offices in London,  
Atlanta with Partners in  
Europe & Asia**



**Cranfield  
UNIVERSITY**  
School of Management

**Links with  
Academia**



**Focus on the emotional side  
of the Customer Experience**



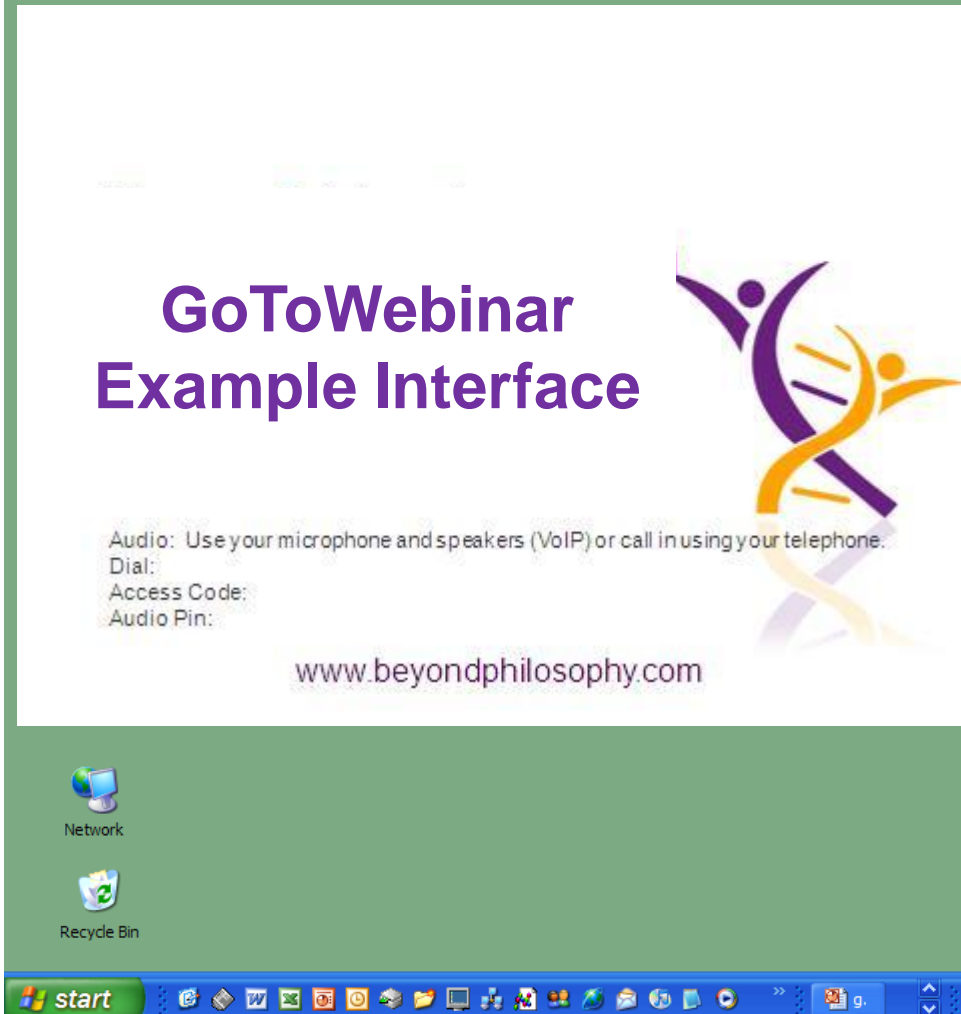
# We are Proud to Have Helped Some Great Organizations...



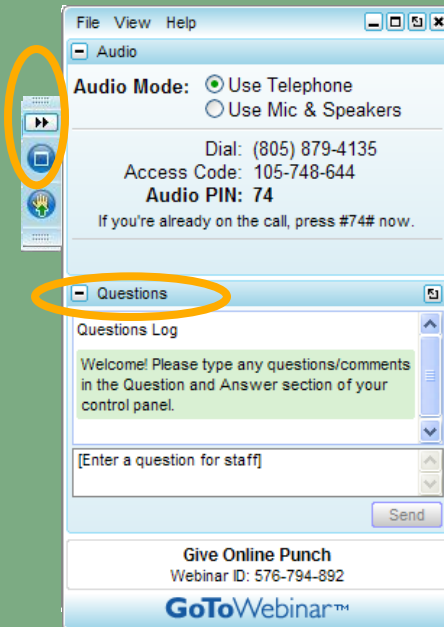


# Webinar Interface Review

## 1. Viewer Window

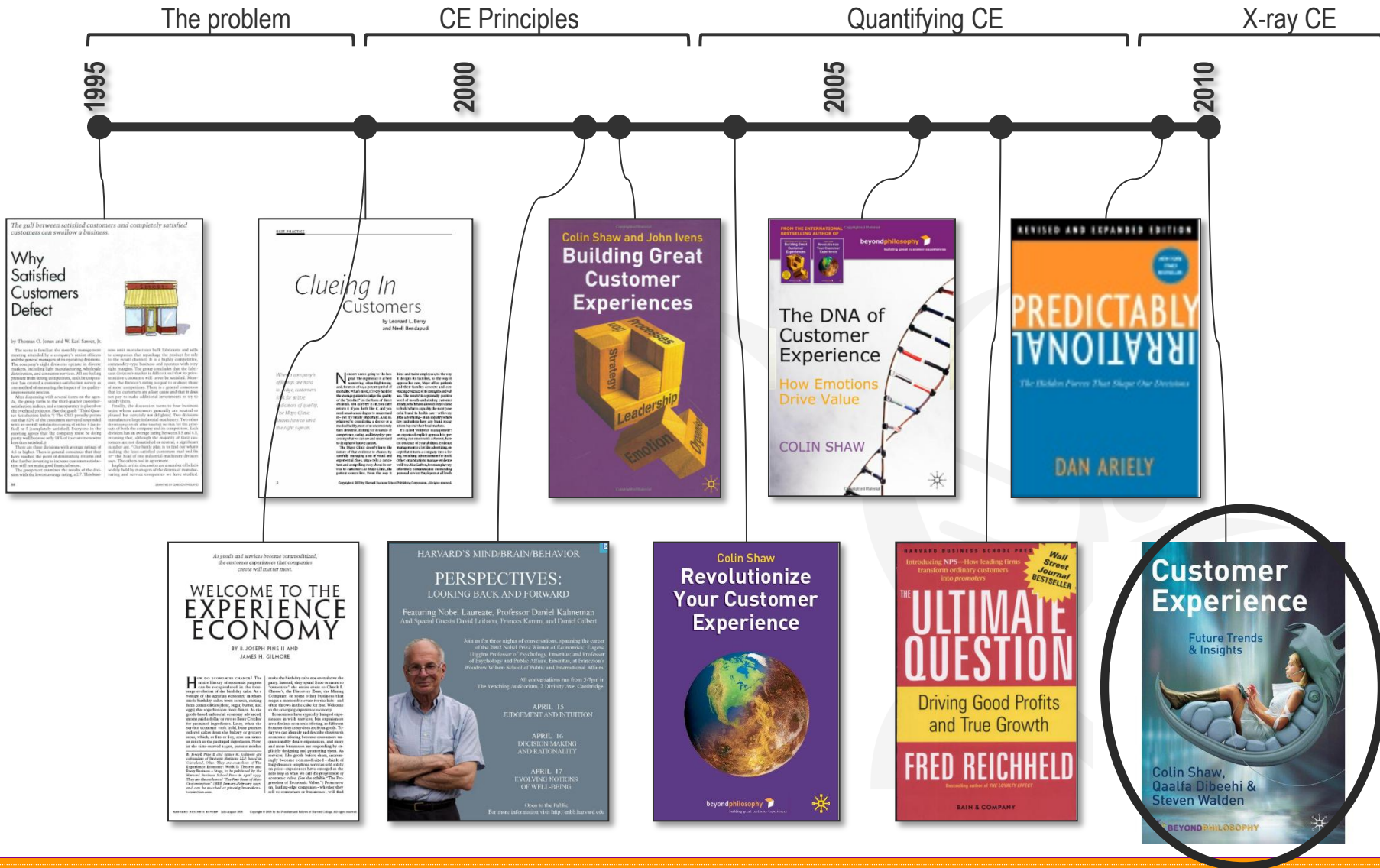


## 2. Control Panel





# Customer Experience Timeline





It's simple.....

---

*The application of psychological principles to the practice of Customer Experience Management*



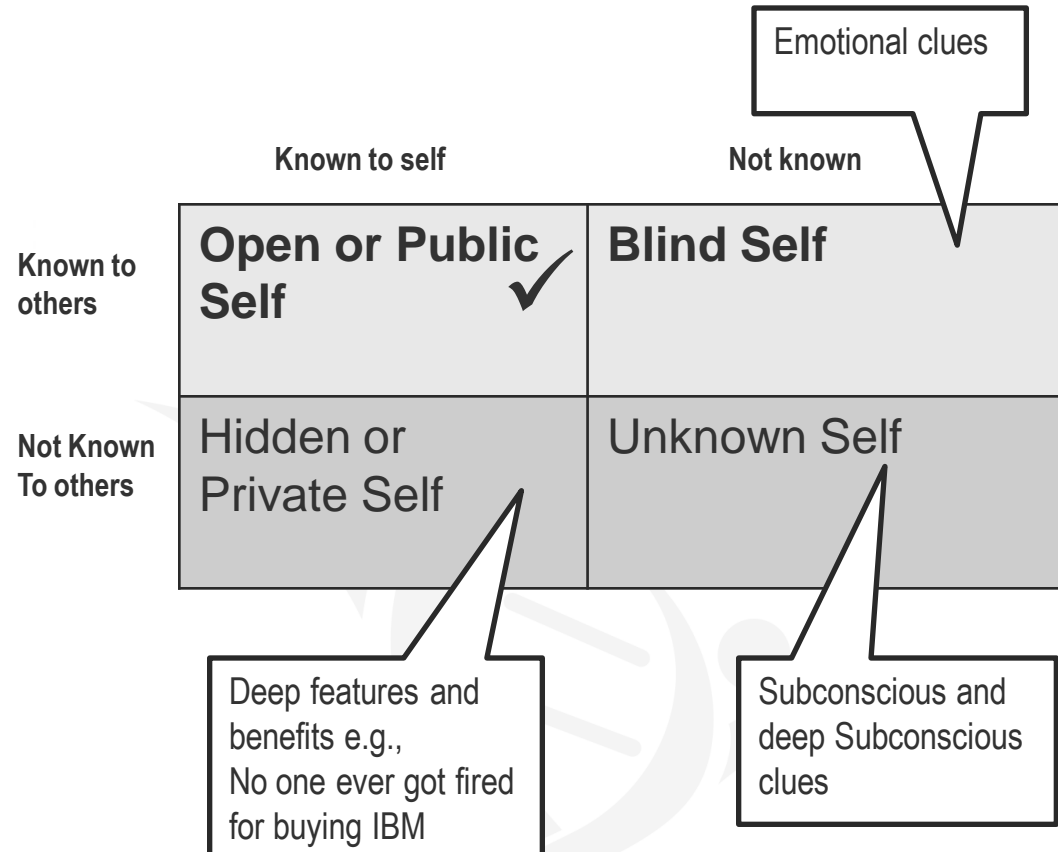
It's simple.....

---

*The application of psychological principles to the practice of Customer Experience Management*

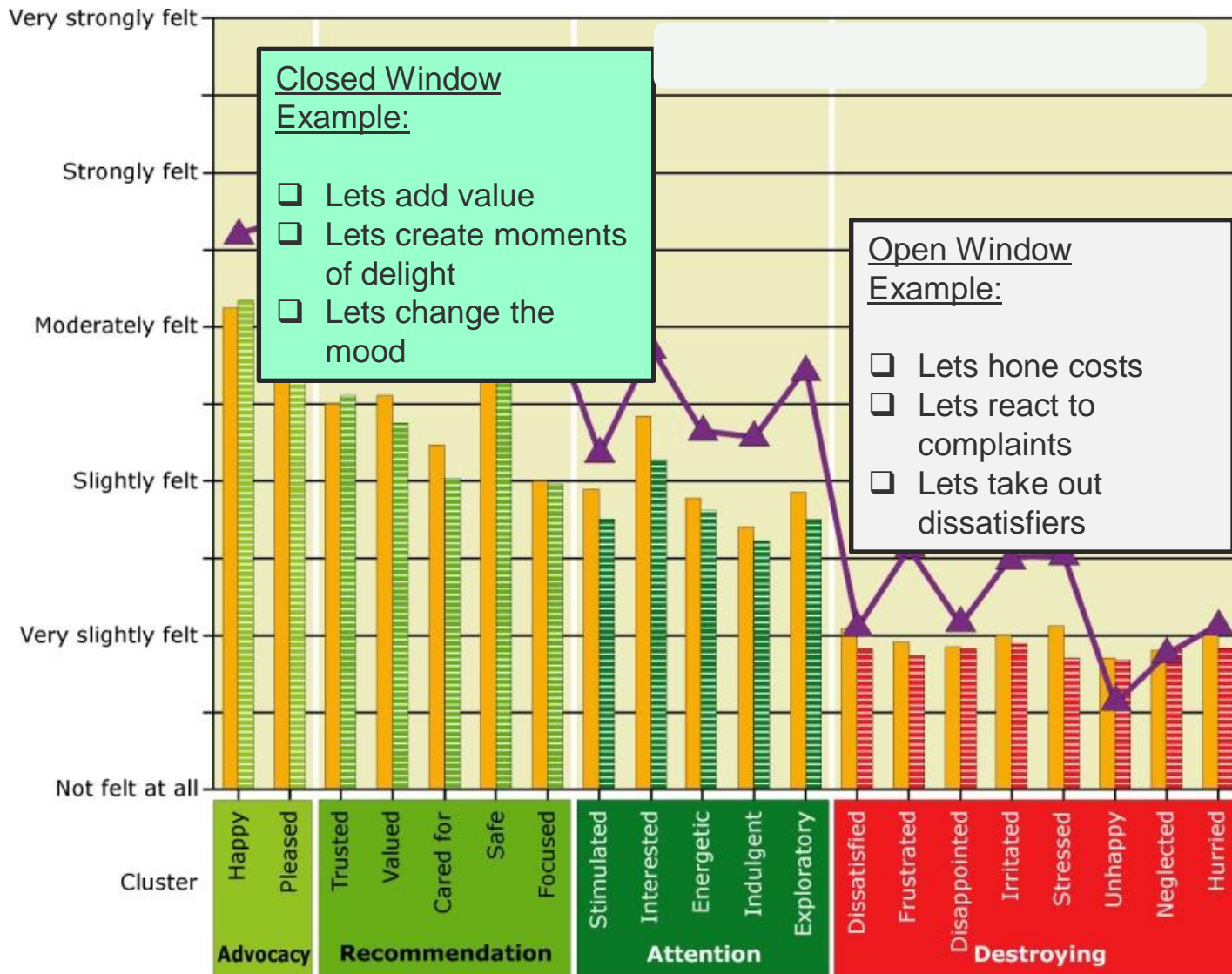


# Peeling back the onion...





# The new competitive landscape





It's simple.....

---

*The application of psychological principles to the practice of Customer Experience Management*



# What is Customer Experience?

A Customer Experience is an interaction between an organization and a customer as perceived through a Customer's conscious and subconscious mind.

It is a blend of an organization's rational performance, the senses stimulated and emotions

and intuitively measured against customer expectations across all moments of contact





# What is Customer Experience?

A Customer Experience is an interaction **between an organization and a customer** as perceived through a Customer's conscious and subconscious mind.

It is a blend of an organization's rational performance, the senses stimulated and emotions

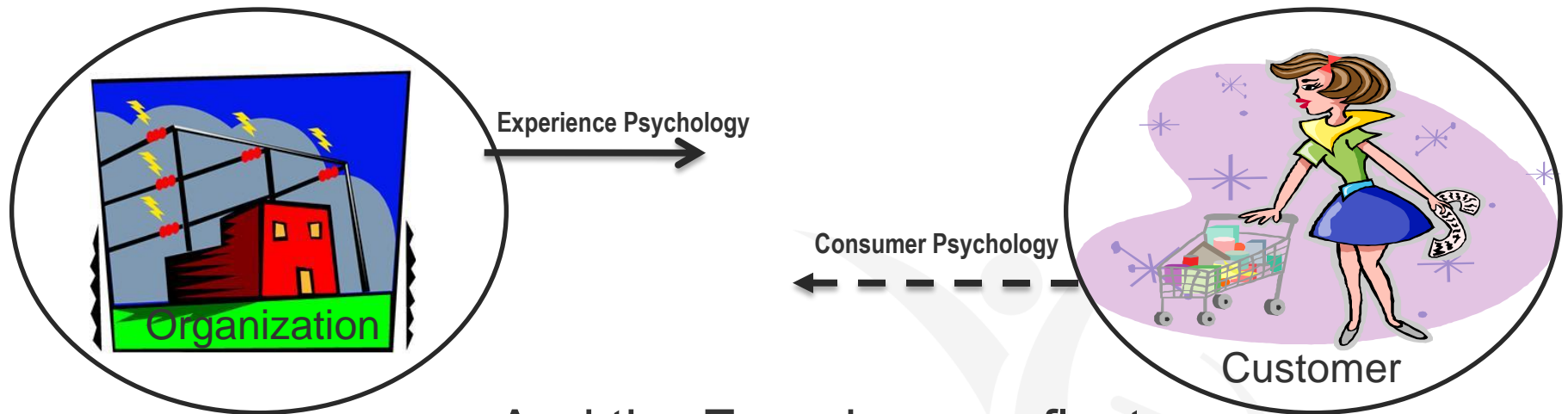
and intuitively measured against customer expectations across all moments of contact





# Experience Psychology is about... What you control... it's about your experience

A Customer Experience is an interaction **between an organization and a customer.**



And the Experience reflects...



What and how the firm delivers

Customer and  
Employee Experience



# What is Customer Experience?

A Customer Experience is an interaction between an organization and a customer as perceived through a Customer's conscious and subconscious mind.

It is a blend of an organization's rational performance, the senses stimulated **and emotions**

and intuitively measured against customer expectations across all moments of contact

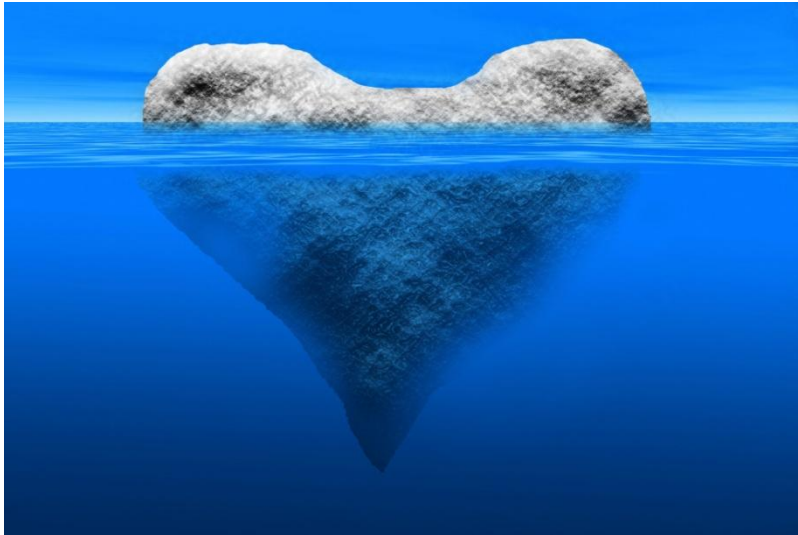




# Experience Psychology is about...

## Managing the Emotional Experience.....

---





# What is Customer Experience?

A Customer Experience is an interaction between an organization and a customer as perceived through a Customer's conscious and subconscious mind.

It is a blend of an organization's rational performance, the senses stimulated and emotions

and **intuitively measured** against customer expectations across all moments of contact





# Experience Psychology is about... Managing the Subconscious Experience.....



‘One figure which always surprises people is that the subconscious processes 200,000 times more information than the conscious mind without us having to focus on it and does that processing before our eyes have even recognised the person or object. It is disposed to process emotions even faster, around 10 times faster than our conscious mind’.



# And manipulate your resources correctly... to generate value



<http://www.research-live.com/magazine/why-we-must-measure-emotion/4003434.article>





# PRINCIPLES OF EXPERIENCE PSYCHOLOGY





# 1. We make decisions based on preconceived expectations of what an experience will be, not what it is





## 2. We don't consider all the elements of an experience, only those most noticeable



### 7%-38%-55% rule

Words account for 7%, tone of voice accounts for 38%, and body language accounts for 55% of the liking. They are often abbreviated as the "3 Vs" for Verbal, Vocal & Visual.

"A senior executive in the air travel industry relayed how a billion dollar order had been placed with a more expensive supplier on the strength of some strong advocacy by another customer. The supplier, they said, had "dug us out of a hole" when aircraft had been expensively grounded through no fault of the supplier, throwing substantial resources fast at getting the planes back in the air and saying that issues of negotiating payment could wait until the crisis was solved."



### 3. We identify a moral code in what you do, even if it is not directly relevant to the purchase in question





## 4. Sometimes we don't know about the things that influence us, we just subconsciously perceive them

---





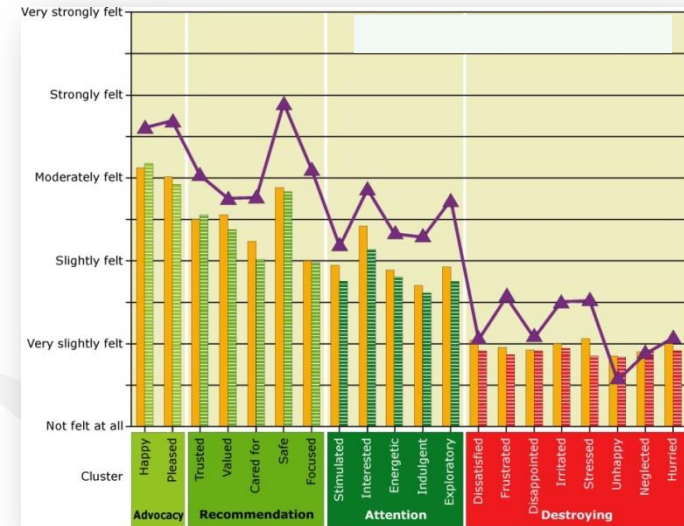
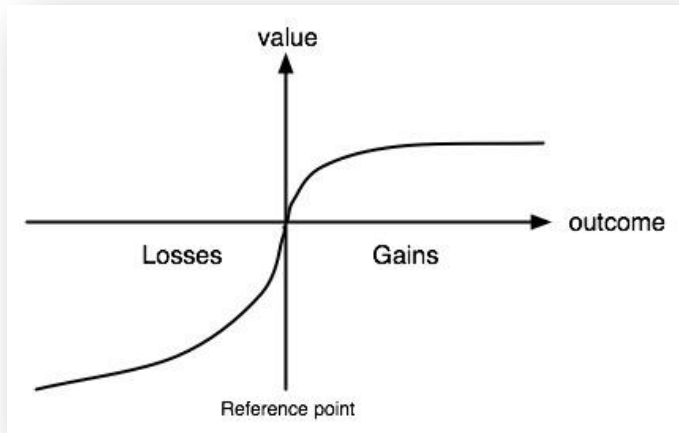
## 5. Emotional twinges affect our 'in the moment' decision making and hence behaviour



*I feel it, I know it, I act on it*



## 6. We are prone to be wary of anything that threatens our well-being









## 9. We like to follow the herd, be seen as part of the group





## 10. We get bored with the same old, same old. Sometimes innovation for its own sake is important

---







# Experience Redesign

Experience Psychology Template

Steven Walden, Senior Head of Research and Consulting

[www.beyondphilosophy.com](http://www.beyondphilosophy.com)





# One of the key questions of Customer Experience

- ❑ How can we design a better experience?
  - Touchpoint Mapping
  - Experience Psychology Template

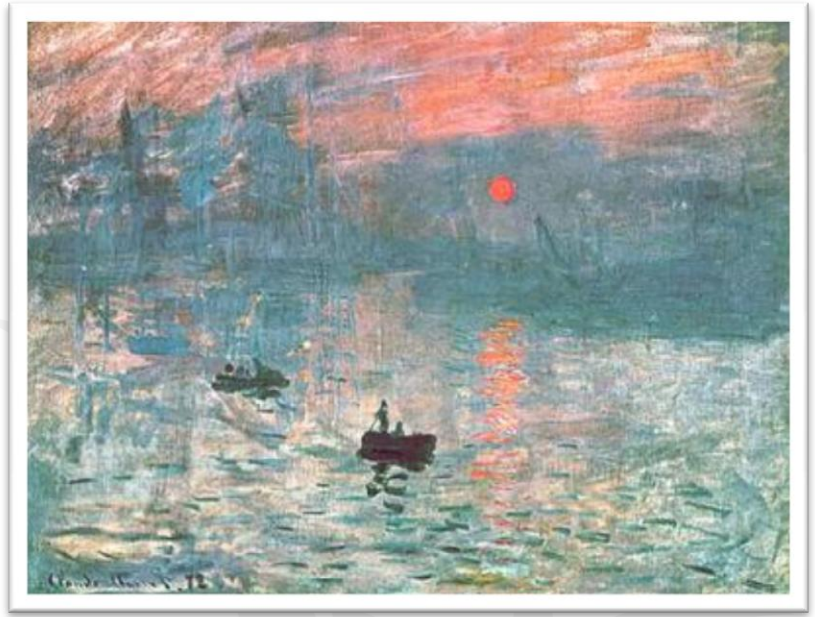




# Traditional Views vs. Perceptual Views



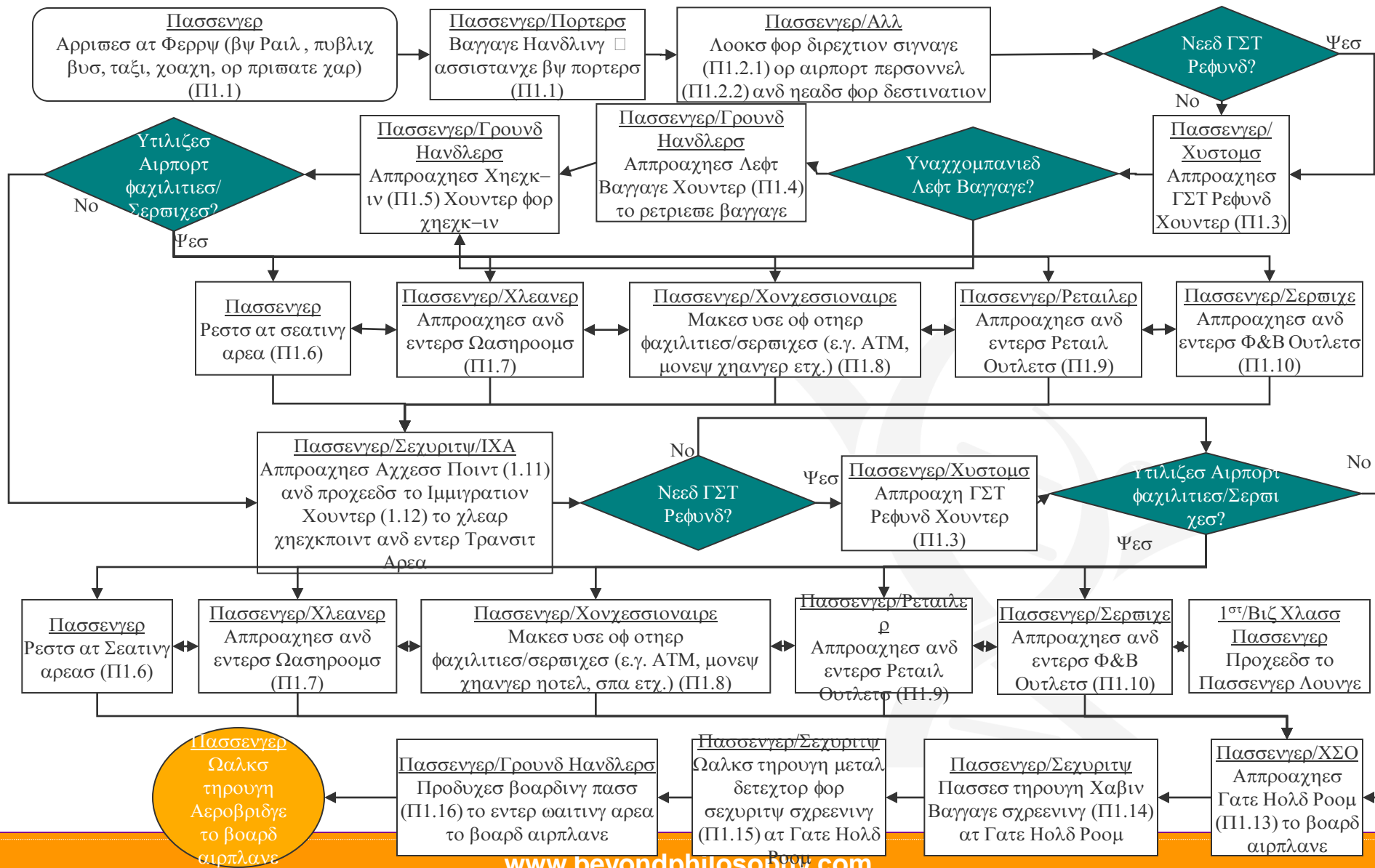
Firms tend to see  
their experience as  
a detailed painting



Customer tend to  
see their experience  
as an impression

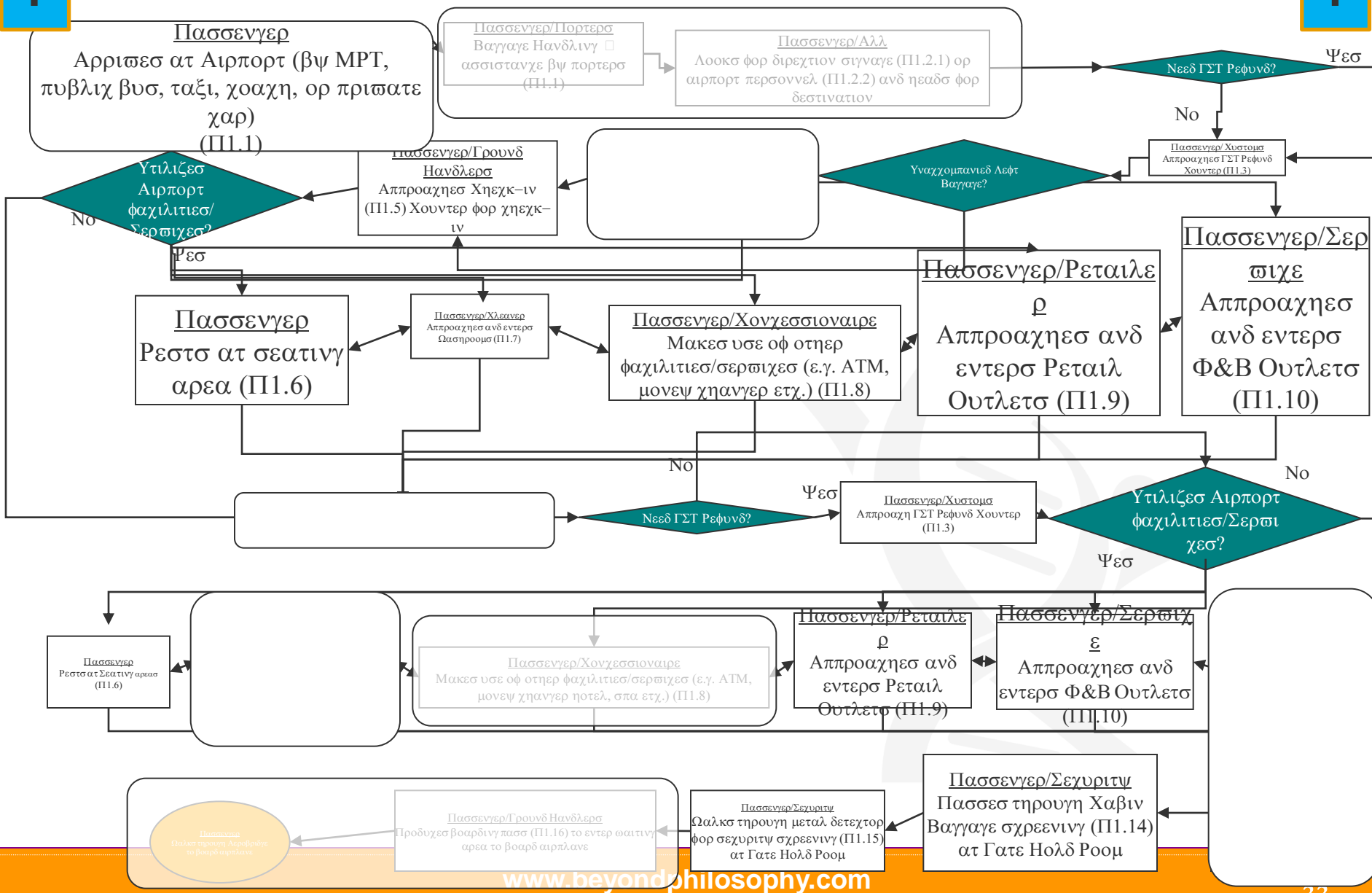


# Moment Mapping





# Moment Mapping







# Experience Psychology

Example research techniques





# Repertory Grid: Perceived Experience and Deep Benefits



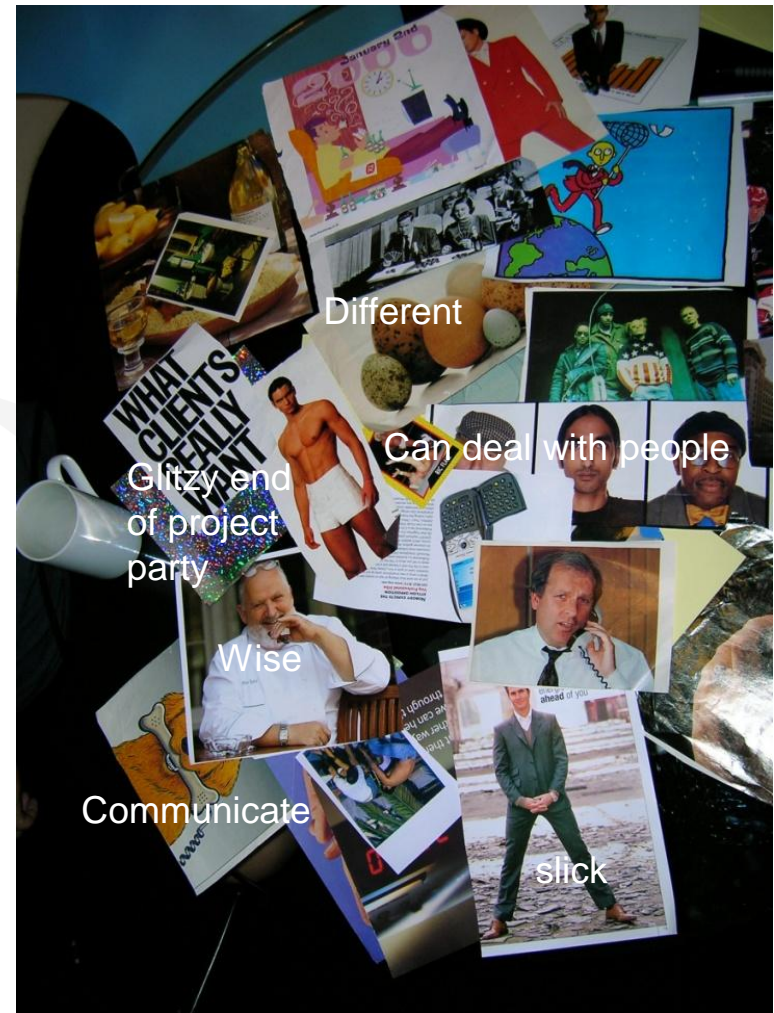
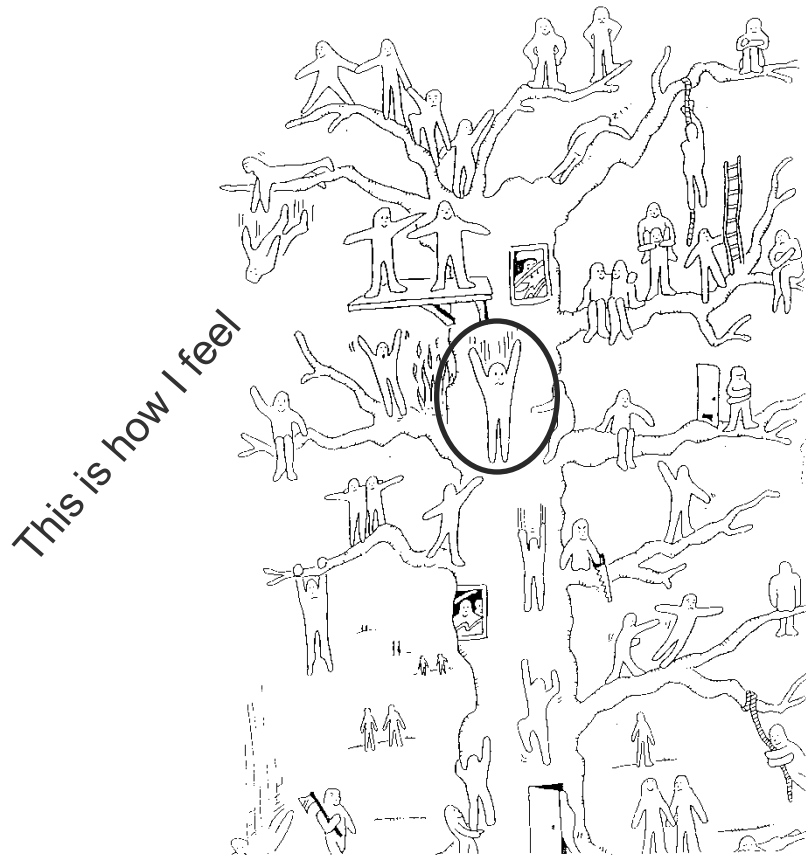
Customers	# customers selecting	% customers selecting	Employees (Bi-polar attributes)	# employees mentioning experience attribute	% employees mentioning experience attribute	Employee rating of Stena (Bi-polar rating 1 to 5)
Value for money	17	89.47%	Value for money, inexpensive, cheap / Not good value, higher price, expensive, not competitive	12	52.17%	2.9
Speed of getting to my destination	7	36.84%	Fast, quick trip / Long, slow, relaxing, leisurely journey	11	47.83%	3.2
Ability to take my own vehicle with me	6	31.58%	Port facilities Booking process Experience Extension			
No hidden extras in the fare	6	31.58%				
Low-stress check-in	5	26.32%				
Good on-board facilities	4	21.05%	Enhanced onboard facilities and activities / Basic or few onboard facilities	8	34.78%	1.0
Flexibility in amount of luggage I can take	4	21.05%	Unrestricted luggage, pets, car / Limited luggage, extra charges	6	26.09%	1.2
Flexibility to change my booking	4	21.05%				
The enjoyment of the actual journey	2	10.53%	The experience (romance, "wow" factor, memorable)/ Basic, forgettable experience	7	30.43%	1.2
Friendly welcoming staff	1	5.26%	Superior customer service/ Lack of service	15	65.22%	1.5
Knowledgeable staff	1	5.26%	Spend on customer service, staff training/ Poor staff training and low standards	6	26.09%	1.7
Staff who appear to care about me.	0	0.00%	Superior customer service/ Lack of service			
Entertainment during the journey						
Good facilities in the port						

Missing  
Wow



# Understanding the perception of Experience

## Subconscious/ Emotional Experience





# Further conversations?

---

[www.BeyondPhilosophy.com](http://www.BeyondPhilosophy.com)

[steven.walden@beyondphilosophy.com](mailto:steven.walden@beyondphilosophy.com)



Atlanta Office:

+1-678-638-6162

London Office:

+44 (0) 207-917-1717