



Consumers Are Human: Memory and Emotion in CX


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People's memories of their
experiences are flawed.

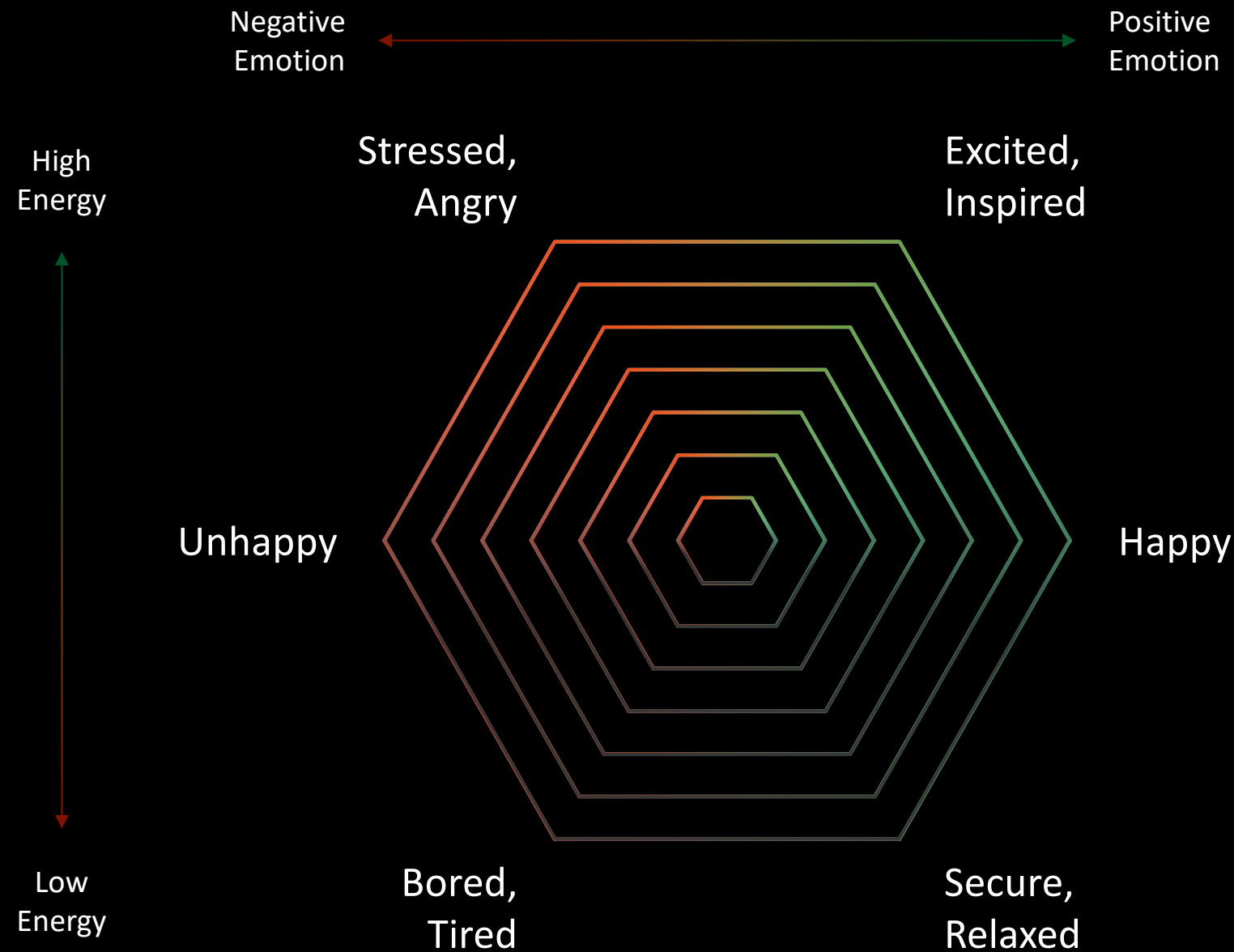
A photograph of an elderly person lying in a hospital bed, covered with a light blue blanket. A hand is gently resting on their chest. The image is partially obscured by a large, semi-circular graphic on the left side, which has a dark blue background with diagonal lines in shades of blue and orange.

How do people remember experiences?

The peak-end rule

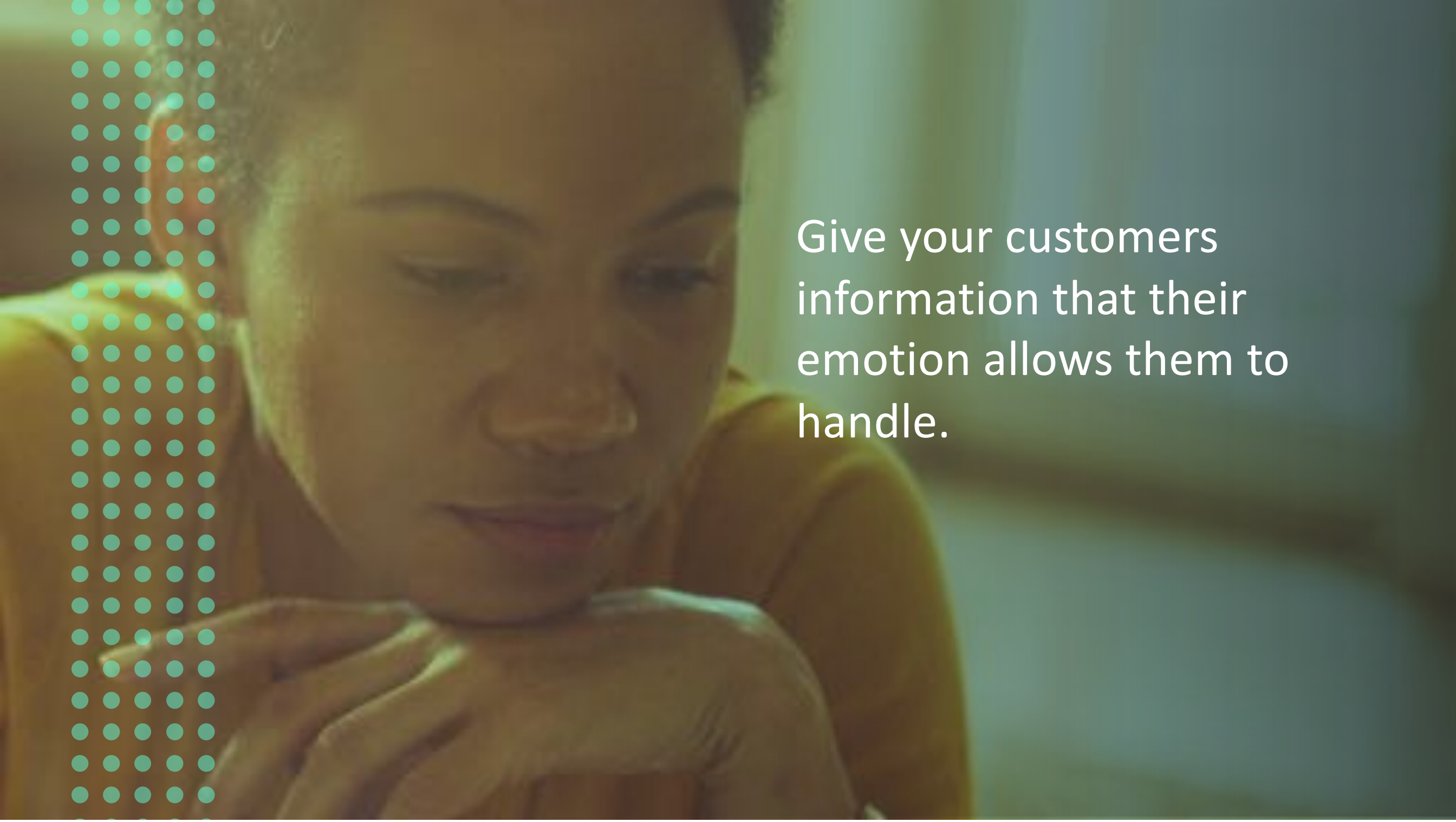


Not all emotions
are created equal.



A woman with dark hair, wearing a yellow long-sleeved shirt, is sitting on a light-colored carpeted floor. She is leaning forward, resting her chin on her clasped hands, and looking down at a laptop screen. The laptop is open in front of her. The background is slightly blurred, showing a doorway and a wall. On the left side of the image, there is a vertical column of teal-colored dots of varying sizes, creating a decorative pattern. The overall lighting is warm and soft.

Emotions affect *how* we think.

A close-up photograph of a woman with dark hair, looking down with a contemplative expression. Her hand is visible near her chin. The image has a soft, warm tone. On the left side, there is a vertical column of teal-colored dots of varying sizes, creating a textured, grid-like effect. The text is positioned on the right side of the image.

Give your customers
information that their
emotion allows them to
handle.

A woman with long brown hair and glasses is sitting at a desk, resting her head on her hands in a thoughtful or tired pose. She is wearing a grey long-sleeved shirt. In front of her is a laptop. To her left is a white mug with a colorful butterfly design. The background is slightly blurred, showing what appears to be an office or home workspace. The image is overlaid with various geometric shapes and patterns in shades of teal and yellow, including circles, triangles, and dotted lines.

CASE STUDY

Tailoring the experience to
customers' emotions
drives successful
interactions



Excited,
Inspired



Stressed,
Angry



Relaxed

Making people happy is not
enough.

Consider your goals and the emotions
most likely to lead to that behavior.

A woman with curly hair, wearing a white t-shirt, is smiling and looking at a piece of clothing on a rack in a store. The background is filled with various clothing items on racks. The image has a teal and orange color scheme with geometric overlays.

CASE STUDY

Emotions make the difference in
identifying true promoters and
distractors



Summary

- Emotion affects
 - memory
 - thinking
 - behavior



Consumers Are Human: Exploring Narrative in CX

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