



Steve Brockway
Chief Research Officer

Ready to become a Customer Hero?

We help you forge **Emotional
Connections** for lasting loyalty

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**Humanise your
CX insights**

Contents

- We spoke to 2,000 online banking customers in UK
- Explored the CX from a THINK & FEEL perspective
- **An emotional roadmap that engages teams and drives development**



Holistic view

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Getting the basics right

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Stated attitudes confirm the obvious and rational hygiene factors

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21%

Easy



17%

Reliable



16%

Support



8%

Secure



A simple log in and easy to find my way around the site



Never had any issues and always available when needed



A very helpful chat service. Any issues are quickly resolved



I think the log in is ultra safe. It is a trustworthy site and bank



A woman with long dark hair is smiling and looking down at a tablet device she is holding in her hands. The background is dark and out of focus. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing white text. To the right of the text, there is a large, stylized graphic element consisting of two overlapping, slanted rectangular bars in shades of blue and grey. In the bottom right corner, the word 'maru/' is written in a light blue, lowercase, sans-serif font.

**Understanding
emotion is critical**

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What is an experience?

“People will forget what you said and did, but they will never forget how you made them feel.”

Maya Angelou

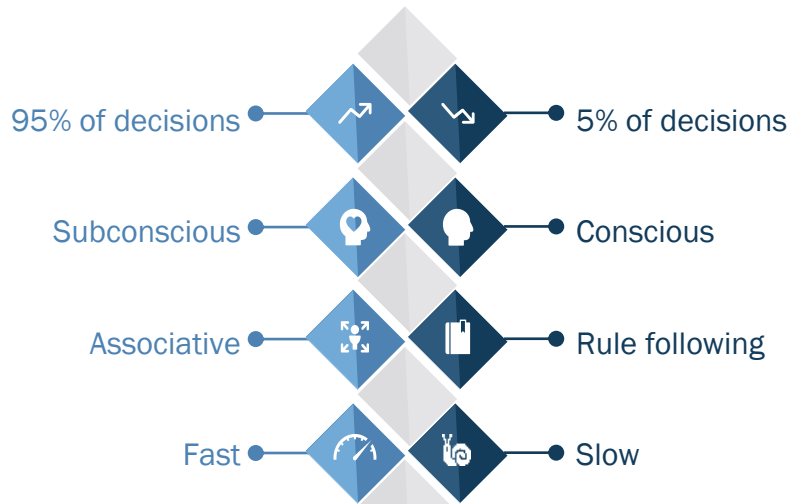
An experience is not just an event

It's how the customer feels and thinks of your brand as a result of each interaction



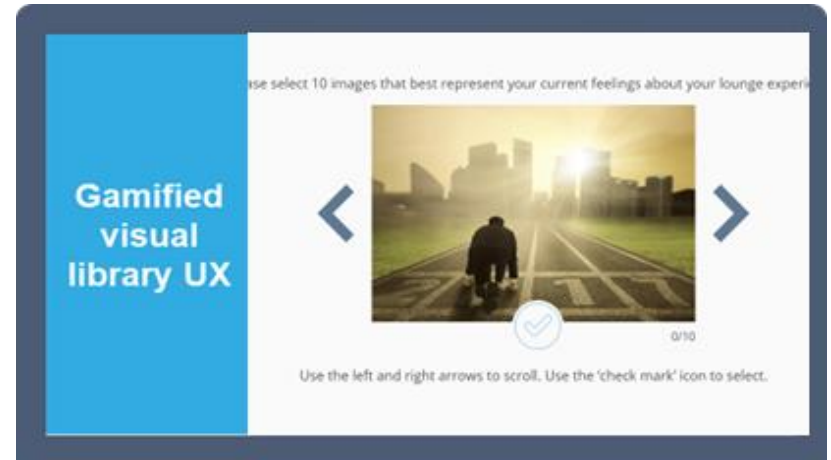
Emotions prime our behavior subconsciously

System 1 | System 2



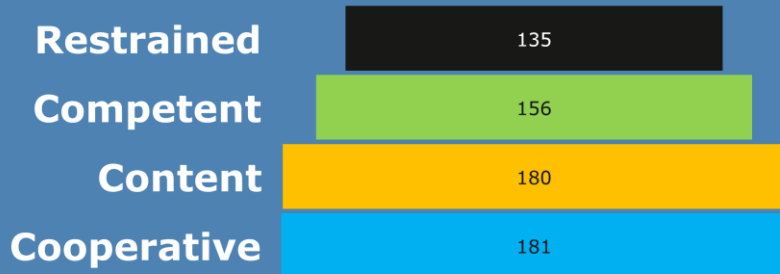


Our library of validated images unlocks the Emotional Signature



Emotional Signature

CURRENT CX



Customers seek confidence, support and reassurance they can achieve their goals

But there is a sense of requiring skill which restricts ability to complete tasks

Cooperative



Confidence in support to achieve goals

Content



A sense of wellbeing and reassurance

Competent



Require skill to be capable of completing task

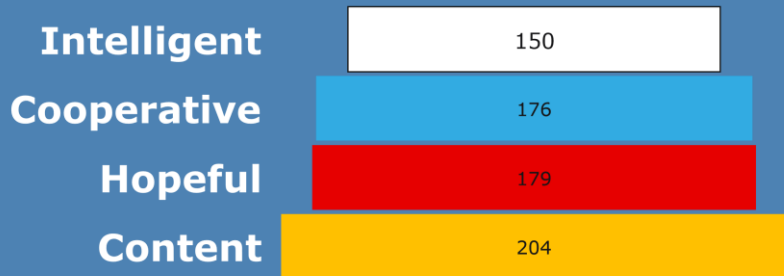
Restrained



Power that limits and controls use or access

Emotional Signature

IDEAL CX



Customers feel reassured they can achieve their goals and need less support

A sense of actively improving products and services, making people feel smart as able to independently act and benefit

Content



A sense of wellbeing and reassurance

Hopeful



Create or improve from a current state

Cooperative



Confidence in support to achieve goals

Intelligent



Feel smart as individually benefit

Comparing the current to ideal emotional signature creates a roadmap of how to forge closer connections

Current



Current + Ideal



Ideal



Restrained

Competent



Power that limits and controls use or access

Require skill to be capable of completing task

Cooperative

Content



Confidence in support to achieve goals

A sense of wellbeing and reassurance

Intelligent

Hopeful

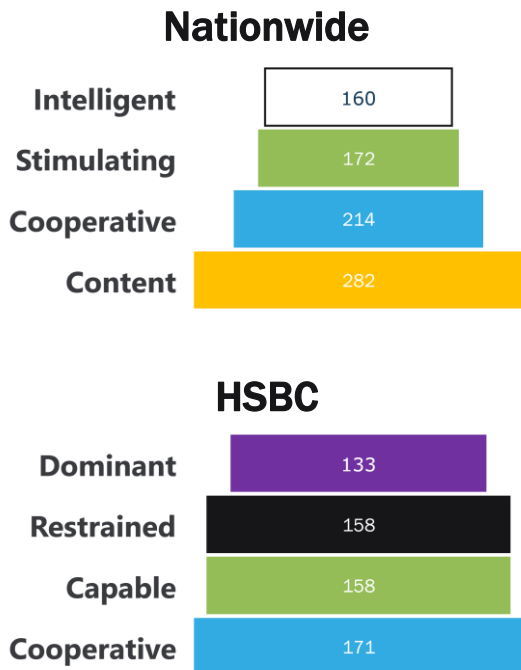
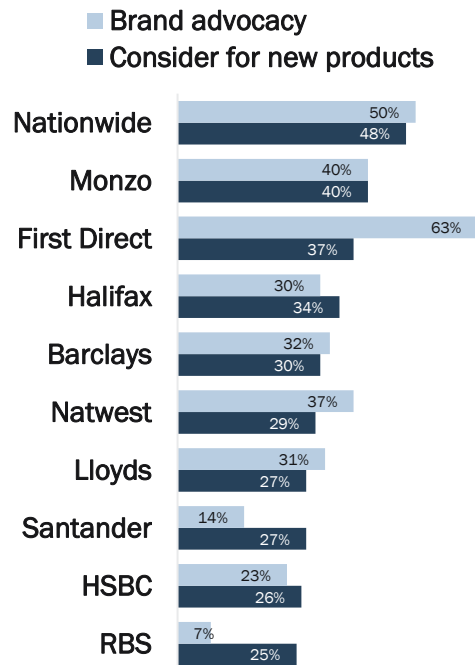


Feel smart as individually benefit

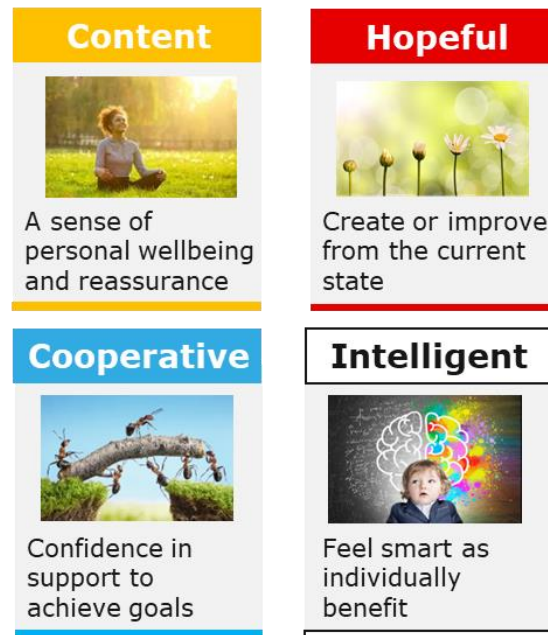
Create or improve from the current state

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Brands with higher advocacy have an emotional signature closer to the ideal

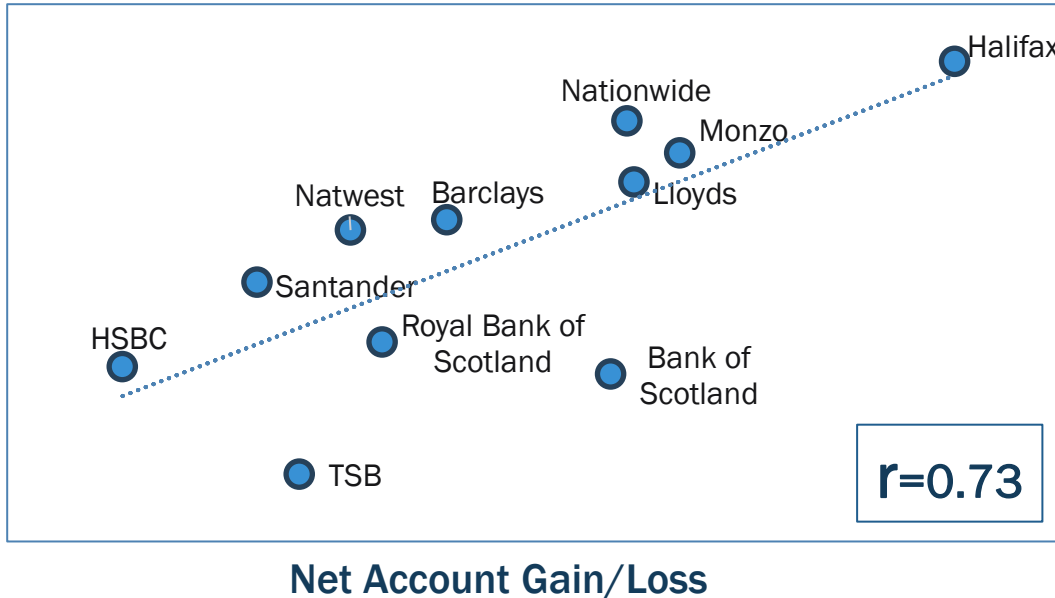


IDEAL CX



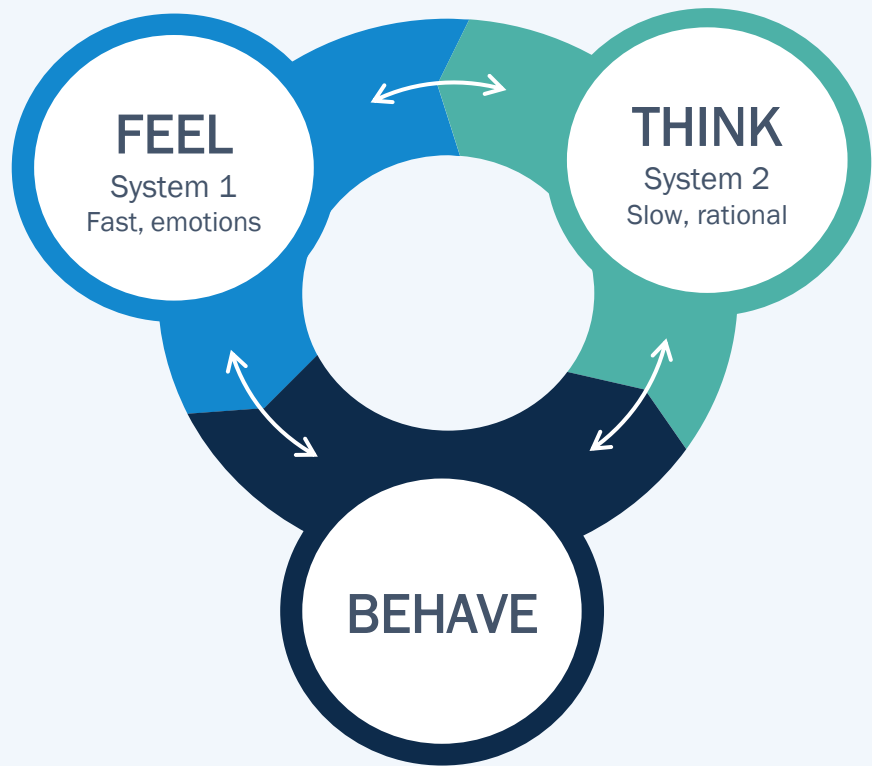
How we feel matters

Net Emotional Signature

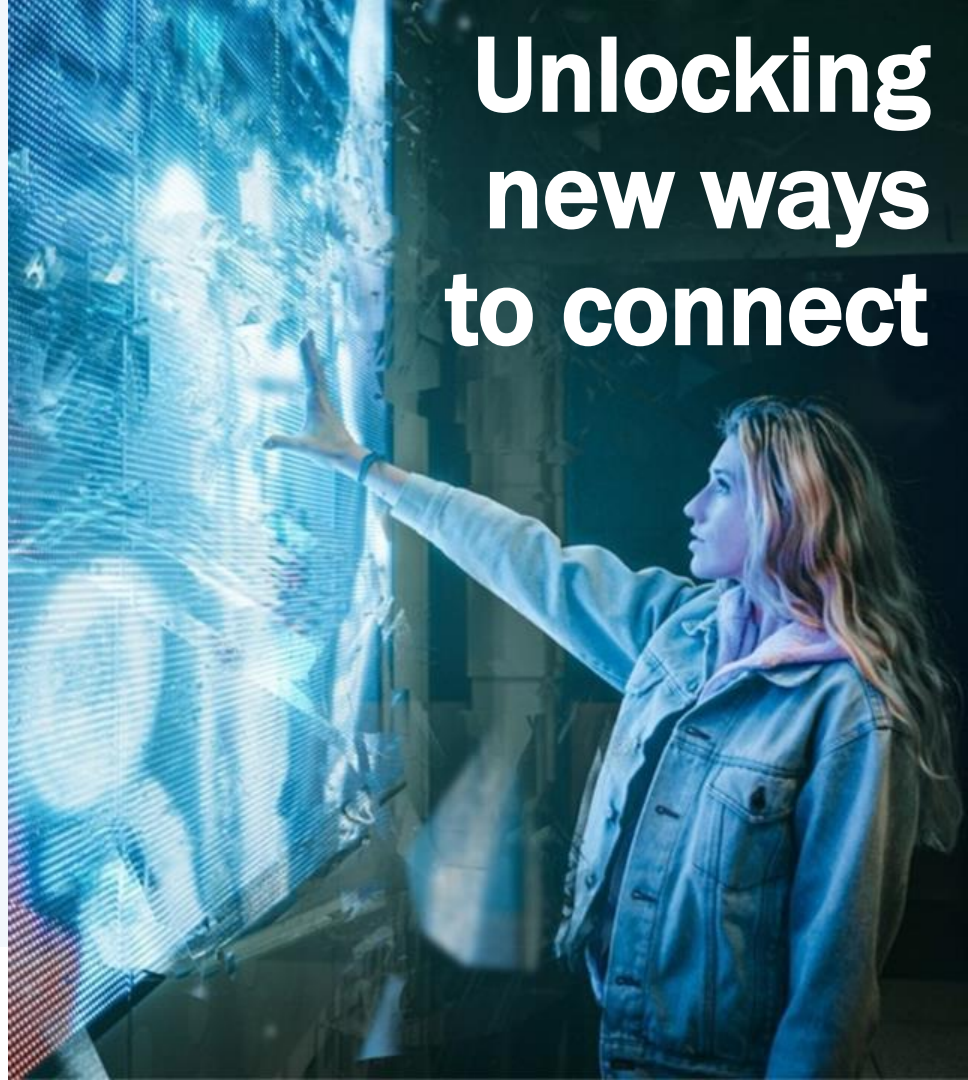


The closer a brand CX is to the IDEAL, the better their current account gain/loss ratio

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Unlocking new ways to connect



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Understanding 'Think' and 'Feel' elements reveals new insights to forge lasting emotional connections

Think

Feel

Rational basics

- Trusted and secure
- Easy and quick
- Reliable support

It does what I expect

Emotional outcomes

- A sense of active improvement
- I feel smart and wise
- Understands me and my needs

Emotionally engaged



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How to become a customer hero



CX delivery and development must underpin a narrative of **continuous positive change**



Always look to **improve the current situation** in 'moment of truth' touchpoints



Highlight products and services that enable **personalized and accessible** interactions



Demonstrate how products can be **individually tailored** to leave customer **feeling smart**



Emotional Signature can be used across the CX lifecycle

- Innovation and development
- Engage teams with new insight
- Competitor and market view
- Address problem areas

Your
Customers



Voice of
Market



Panels &
Communities



Limitless ways to unlock your CX **Superpower**

Expert advisory from Maru



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**See for
yourself**

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