

# Your Customers' Emotions Matter

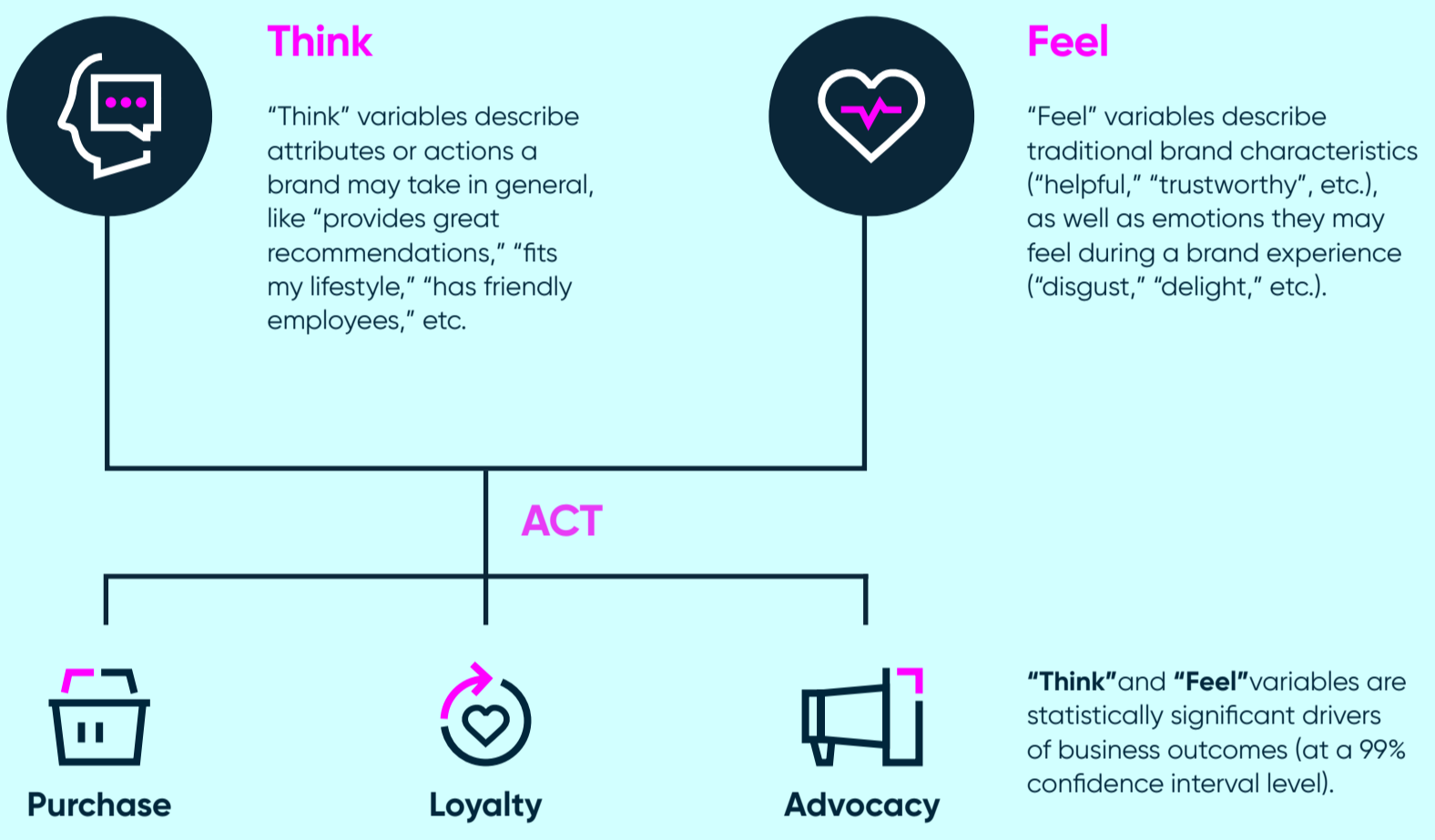


Forsta commissioned Forrester Consulting to investigate the motivations underlying consumer decision-making.

**The results were conclusive:** emotions don't just matter, they drive business outcomes.

## The way customers think and feel explains why they take action

Feel has **1.5x** more impact than think (average across four outcomes)



Base: 522-based consumers Source: A commissioned study conducted by Forrester Consulting on behalf of FocusVision, 4/19.

## Brands can predict business outcomes by examining how their customers think and feel.

A one point\* gain in average positive thoughts or feelings toward a brand – Increases the likelihood of...

\*point scale of 1-5

continuing a subscription by as much as



maintaining loyalty by as much as



purchasing in the next 3 months by as much as



advocating on behalf of brand by as much as



## To understand customers and predict business outcomes, some data is better than others.

The study found Big Data such as:



Consumer Brand interaction frequency



Consumer Brand interaction frequency



Consumer Brand interaction frequency

are **NOT** statistically relevant indicators of the intent to continue subscribing, loyalty, or advocacy

**"When looking to understand customers and predict business outcomes, brands will fail unless they leverage the right tools to ask the right questions to get the right data"**

Download currently unavailable