Emotional Mindshare & Tension

***By Mike Nash**, President*

In today's information-rich society, customers value the way that a product or service makes them *feel* as well as how they feel about the decisions that they make. Our emotions will continue to influence our customer's behavior despite their best efforts to make choices more rationally.

Simply put, **emotions create preferences** and **emotions compel decisions**.

So how do we measure your customer's emotions to help influence those decisions?

Over the past two years, we have developed a novel, survey-based approach to measure customer emotions and quantified this measure by creating the **Emotional Mindshare and Tension** tool. We have successfully completed multiple projects that leverage this methodology and presented findings at several research conferences over the past year.

What is the Emotional Mindshare and Tension tool, and how can it help your business?

- Emotional Mindshare **quantifies which emotions** are felt (in relative relationship to all emotions tested) and identifies a core set of emotions that tell the story of any particular customer interaction.

- The **level of Tension** respondents experience can be uncovered through evaluating the weight of positive and negative emotions, ultimately defining how an experience or situation is perceived.

- The **survey-based model** measures how individuals feel about brands, products, solutions, specific experiences, and more.

- Measuring **Emotional Mindshare and Tension tool is an easy add-on module** to any quantitative project, providing a differentiator that takes up minimal survey real estate.

This insight can help your business **manage and leverage those emotional tensions** to your advantage.

For more information about emotion measurement, please click here.

About the Author

Mike thrives on delivering data-driven recommendations and action plans to solve complex business problems. His international research experiences and consultative engagements typically include a mix of qualitative and quantitative techniques. As a well-versed moderator, Mike is focused on better understanding the B2B decision making process - mostly among high tech, telecom, and professional service verticals. His thought leadership within the research industry often finds him speaking at events and conferences. Mike holds a Master's in Public Administration from Rockefeller College, State University of New York. Mike's out-of-office passions include global travel, improving his golf game, and sampling Syracuse's rising food scene - which is better than you might think!

Connect with Mike Nash

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