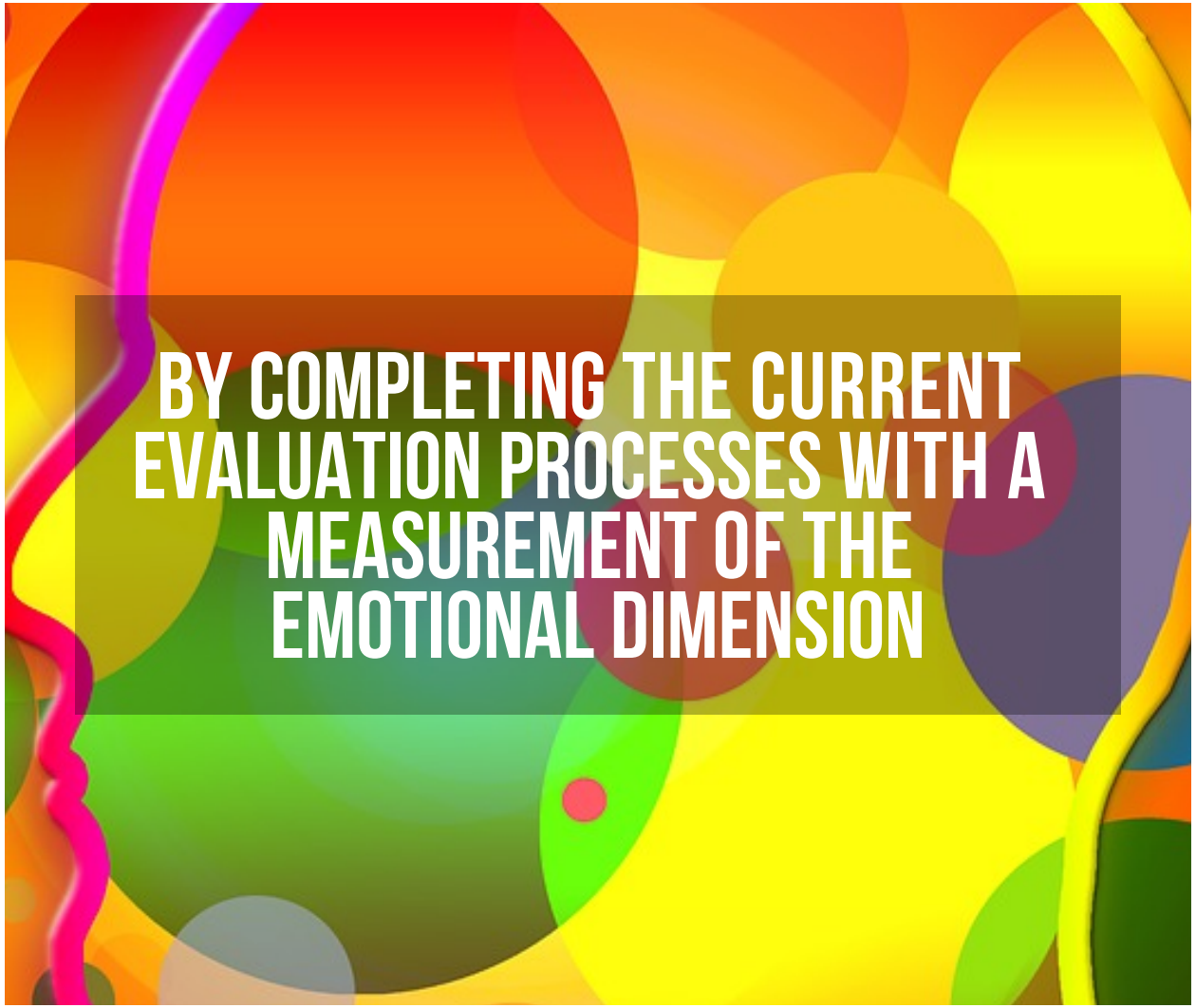
THE EMOTIONAL CUSTOMER JOURNEY

THE INNOVATION REPÈRES



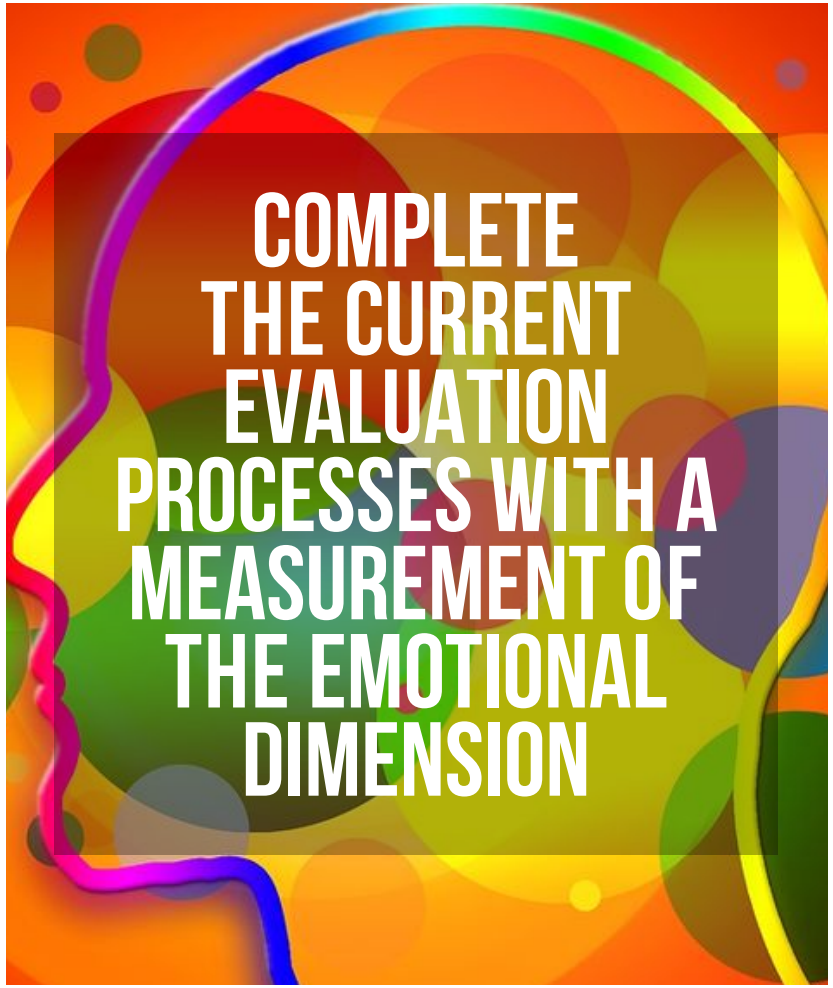
BETTER KNOW THE CUSTOMER'S JOURNEY

THE ENCHANTING MOMENTS AND THE LESS ENCHANTING ONES

THE MOMENTS WHEN THE BRAND AND THE BOND IT CREATES ARE STRONG

THE MOMENTS WHEN THE BRAND MUST INCREASE ITS VISIBILITY AND CREATE A CLOSER BOND

R3M SCORE: AN EMOTIONAL SCORING TO ACCESS THE FEELING



AN UNPRECEDENTED EMOTIONAL MEASURE

Based on the spontaneous language of the consume

System 1 solicitation. Apprehension of emotions before reason

A SCORING

Emotional score to analyze the different steps and detect areas of risk for the brand

A DETAILED DIAGNOSIS

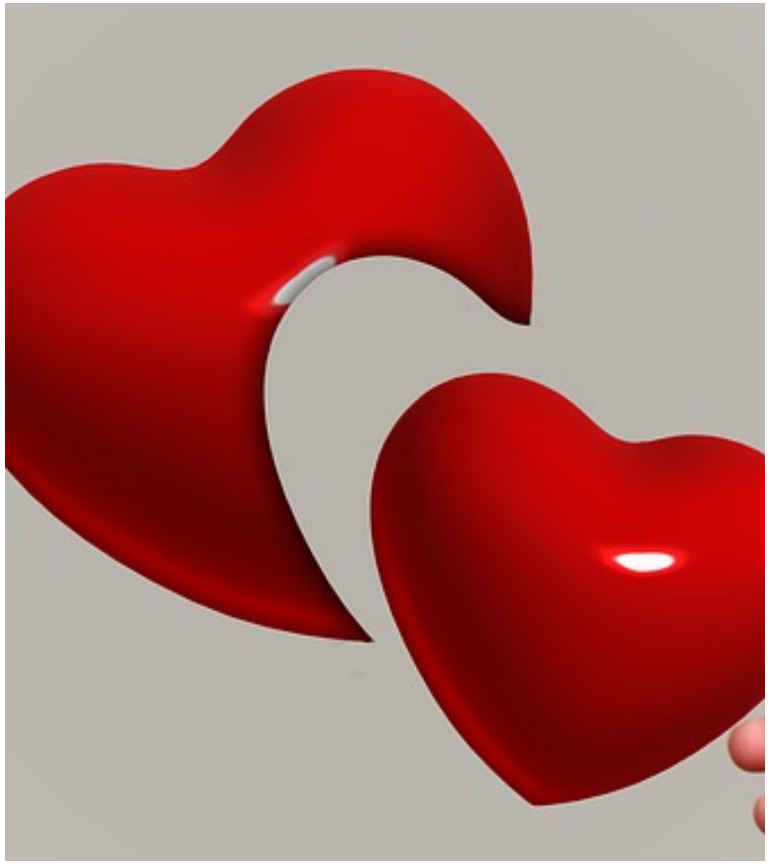
To understand emotional challenges, catch points and break points, identify levers for improvement

R3M SCORE,
A BREAKTHROUGH TOOL
TO MEASURE THE EMOTIONAL REACTION

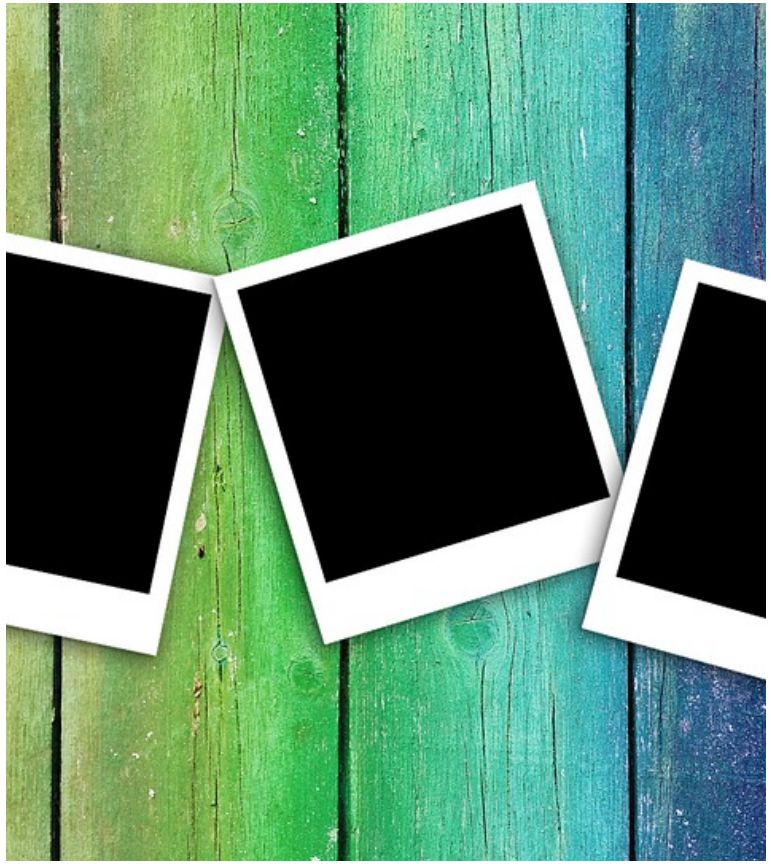
ONLY 1 QUESTION = 3 SPONTANEOUS WORDS

When you think about this moment, what are the 3 words that come to mind ?

NO COGNITIVE THINKING



PRIMARY UNCONSCIOUS AUTOMATIC



SIMPLE QUICK EFFICIENT

R3M SCORE: A WORD SCORING AND ALGORITHM TO TRANSLATE THE WORDS INTO EMOTIONAL ACTIVATION

Algorithm based on more than 3 years of R&D

GRAMMATICAL NATURE

Is it an adjective, a verb, a noun ?

RANKING

Cited first ? 2nd ? 3rd ?

ENUNCIATION LOGIC

Do I judge ?

Do I describe the effects on me ?

Do I describe the stimulus ?

ASSOCIATION CONTEXT

How do the 3 words associate with each other ?

VALENCY

Is the word positive, neutral or negative ?

CONSENSUS

Is the word shared by the sample ?

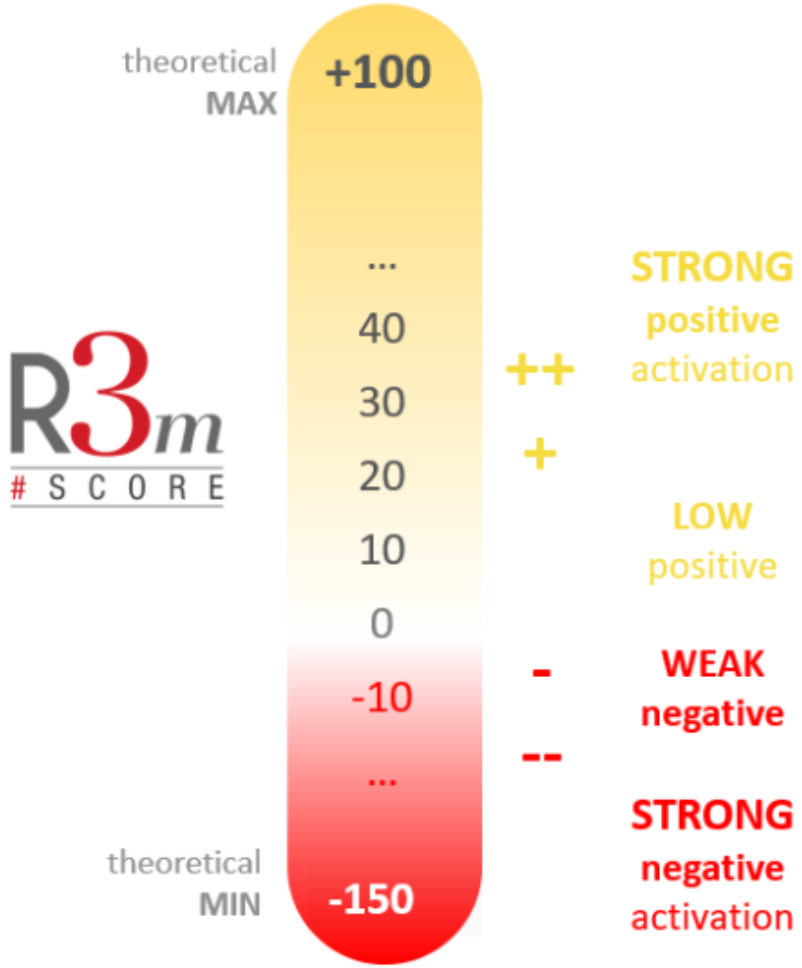
R3M SCORE: A NEW QUANTITATIVE PERFORMANCE INDICATOR

1/ MEASURES EMOTIONAL ACTIVATION

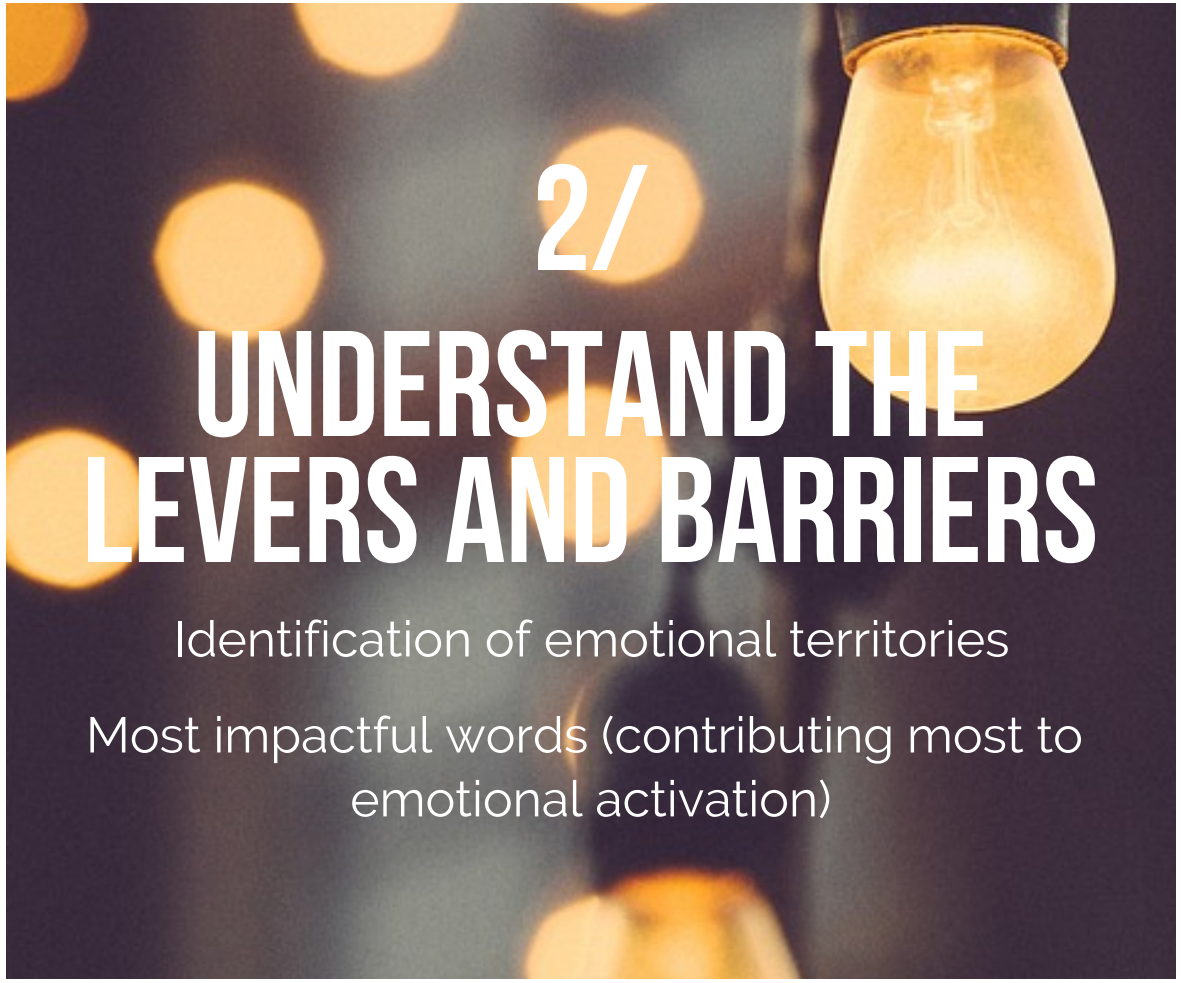
In addition to the classic rational KPIs (liking, satisfaction...)

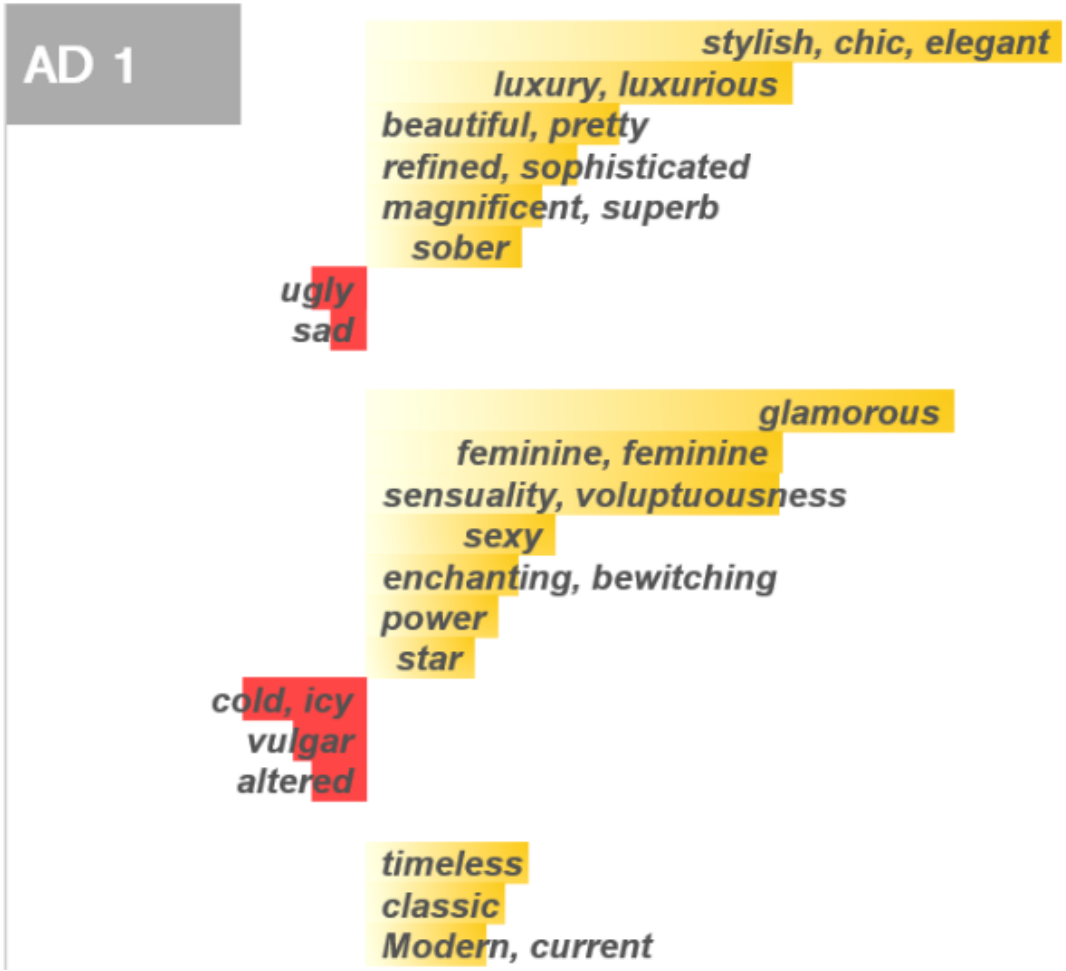
Very wide scale for more discrimination (no threshold effects)

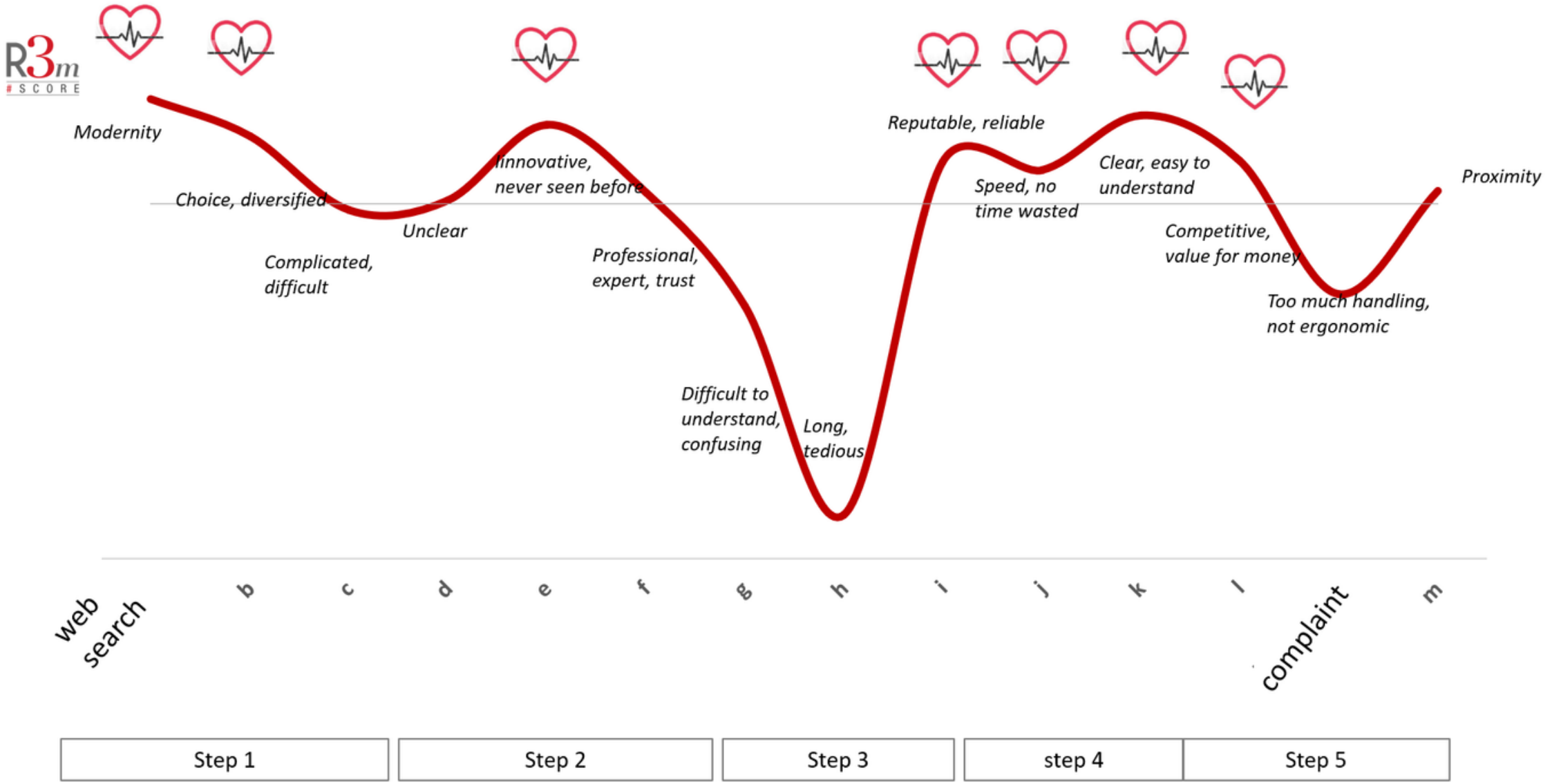
Treatment at the individual level (allows the score to be cross-referenced with other variables)



THE RICHNESS OF THE SPONTANEOUS FOR AN ANALYSIS DEFINED







AN EMOTIONAL CUSTOMER JOURNEY WITH STEPS THAT ARE MORE OR LESS WELL EXPERIENCED

Total sample

R3m # SCORE

25

innivation
créativité
tendency

quality
professionalism
motivation

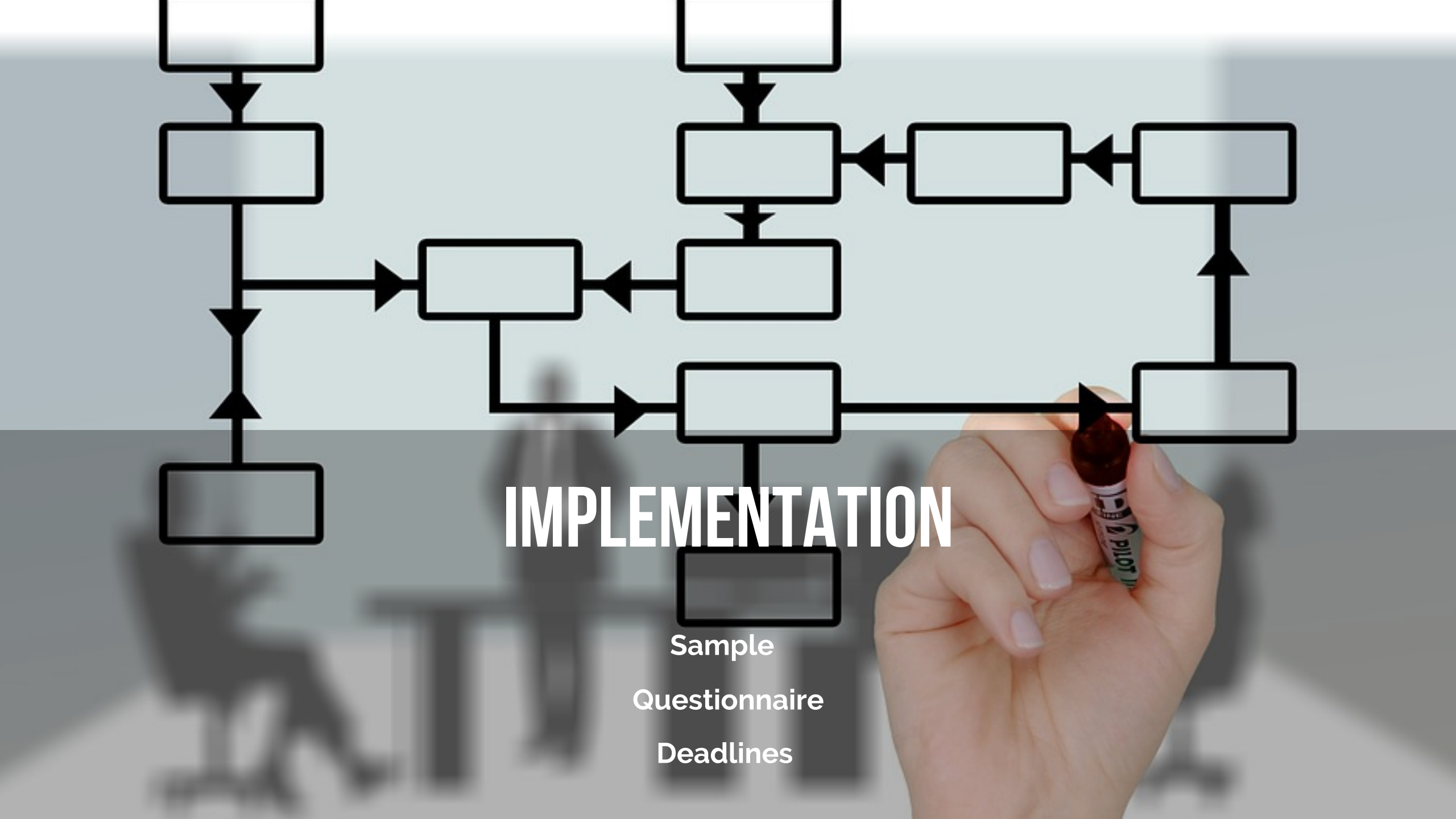
disappointment
disaster

welcoming
human relationship
team

fun
smile
happy

difficulty
nightmare
tension
complex

EXAMPLE OF A VERY POSITIVE STEP OVERALL BUT WITH SOME NEGATIVE SIGNALS

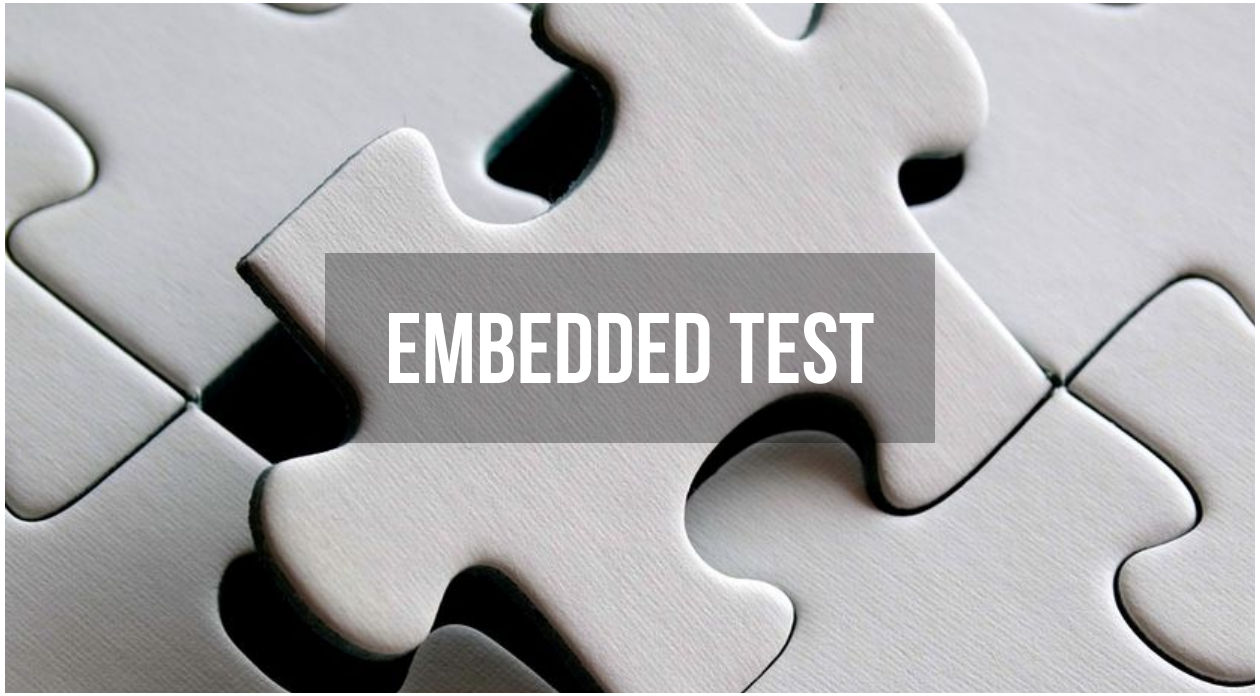


IMPLEMENTATION

Sample

Questionnaire

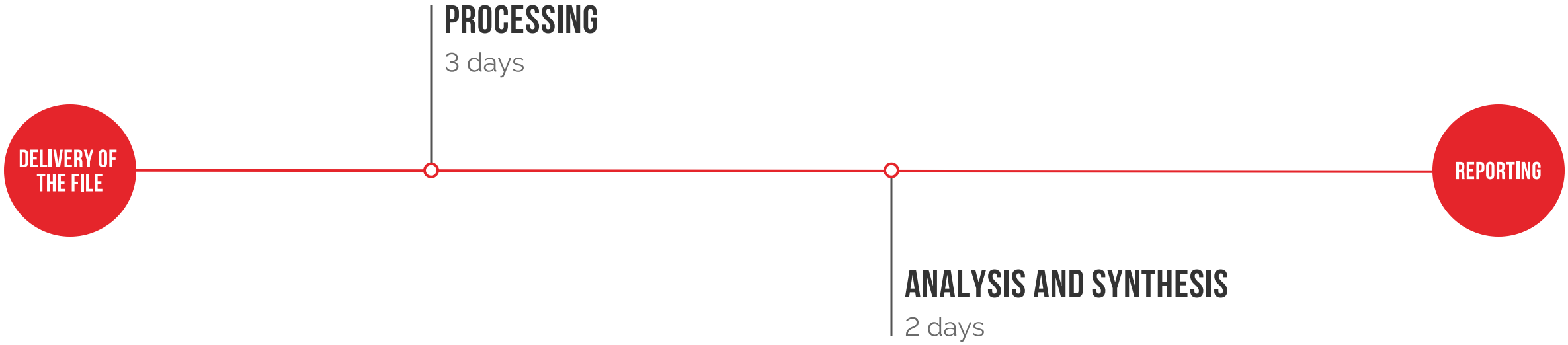
Deadlines



QUESTION R3M IS ASKED AT THE BEGINNING OF THE ASSESSMENT OF THE MOMENT

PRODUCTION IN 1 WEEK

Minimum delay - can be extended depending on the number of intersections and/or files and/or sub-targets to be processed



R3m

SCORE

Repères

#WhatReallyMatters!

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