EMOTIONAL ENGAGEMENT THROUGH
CUSTOMER EMPATHY
TAPPING THE POWER OF LIVE-STREAMING MOBILE INTERVIEWING
35,000 decisions each day
Perception

Emotion

Beliefs

Values
Your customer doesn’t care how much you know, until they know how much you care.
– Damon Richards
LIVE MOBILE STREAMING

Optimizing observation through in-situ “shadowing”
UN TETHERED
UN OBTRUSIVE
UN INHIBITED
UN COVERED
TRUTH
BENEFITS TO YOU AS INSIGHTS MANAGER

IN THE MOMENT → EMPATHY

• Reality, not reporting
• Respondent-driven pacing
• Tap stream-of-consciousness
• Probe as needed
• Iterative learning from interview to interview

EASY CONSUMER ENGAGEMENT

• Native app
• Culturally aligned
• People willingly talk everywhere
EMPATHY

- Frictionless experiences
- Customer-centric innovation
- Customers who pick you because you “get” them
APPLICATIONS FOR LIVE MOBILE

CX
• Path to purchase
• Decision trees
• Competitive landscape
• Brand engagement
• Retail interaction

UX
• User interface
• Product experience
OBSERVATION
Product preparation, cooking, eating preparation was always alone, eating happened immediately; probing surfaced emotional drivers

INSIGHT: “JUST FOR ME”

REVEAL
preparation was always alone, eating happened immediately; probing surfaced emotional drivers
INSIGHT: CUSTOMER-DRIVEN-PACING

OBSERVATION
slowness of participant’s interaction, pauses in questions, revisiting other cars, vs. nudging of salesperson, which caused stress

REVEAL
mirroring the pacing of customers converted more sales
OBSERVATION
Consumers went out of their way for warm sandwiches.

INSIGHT: WARMABILITY ADDED VALUE

Warmth surfaced powerful emotional memories.
BEST PRACTICES

1. Schedule for the authentic time and place
2. Quiet observation
3. Customer is your guide
4. Embrace organic opportunities
5. Finish with fixed probes
6. Make peace with imperfect video
EMPATHY
is the shortest distance between design thinking and customer-centric innovation.

--Kaan Turnau

LIVE MOBILE STREAMING
is an essential smart tool for insights that lead to empathy.
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QRCA is the global association of the world’s most innovative, collaborative, and passionate market research professionals dedicated to maximizing the power of qualitative.

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