

Hansa eSensity™: An Innovative Approach to Measuring Emotions in the Customer Experience

Growing evidence from market researchers and neuropsychologists indicates that emotions underlie nearly every decision people make.

Hansa has long pioneered ways to think about and measure emotions in market research areas. eSensity™ is our latest offering that provides business leaders with a way of measuring the emotional impact of their customer experience or brand.

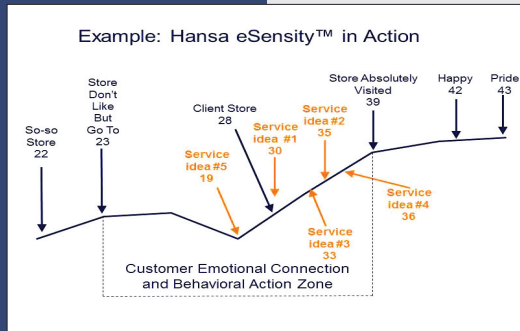
There are a variety of techniques being used to measure emotions, such as fMRI, galvanic skin response, emoticons and others. Many have merit but also limitations in cost and technical feasibility. Hansa designed its eSensity™ technique to provide companies with a practical way of quantitatively measuring the emotional response to a product concept, service innovation, ad campaign, new brand position, or numerous other applications.

Hansa's eSensity™ method builds on principles of psychophysics and the proven connection between someone's emotional reaction and their neurophysical response. Our method has been validated in a study with a major university, which demonstrated that the technique has greater power in predicting consumer decisions than traditional paper and pencil rating scales. And we have applied it to practical business issues, like testing new service ideas for a retail store.

eSensity™ can be used in quantitative research studies where large numbers of respondents can be recruited in common locations. It is ideally suited to qualitative research applications, like focus groups, where participants can use the method to provide feedback on their emotional reactions to concepts.

This emotional feedback is quantitatively measured and recorded through the use of a laptop and software. We use readily available instruments for recording emotional reactions, without the need for participants to wear any device on their heads or to monitor heart rate, skin response or anything else. It is completely unobtrusive and participants enjoy working with the process.

We combine the quantitative measurement of emotional responses with qualitative discussion about participant feelings. This quantitative/qualitative combination provides researchers and business professionals with rich insight into consumer reactions to their product, service, or brand.



Specific applications for eSensity™ include:

- Concept reactions.
- Message testing.
- Product or service feature testing.
- Customer experience enhancement.
- Brand associations.
- And much more.

The Hansa difference: Hansa specializes in brand and the customer experience. We bring key strengths in areas critical to clients and obtaining business results:

- ✓ Deep understanding of the psychology of human interrelationships.
- ✓ Senior-level consultants with decades of experience working with the world's leading firms.
- ✓ Leading edge thinking on what makes for powerful customer experiences and brand loyalty.