



Business challenges are human challenges, and humans are complicated.

Brandtrust is a research and strategy firm that utilizes applied social and behavioral sciences to solve complex business challenges. Our methodologies are designed to unlock the nonconscious needs and desires of customers, providing insight-driven strategic direction for brand development, innovation, customer experience, and behavior design.

We promise to change the way you think.

CREATING PEAK CUSTOMER EXPERIENCES

Applying Human Psychology to Customer Experience Design

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To many marketers, the peak-end rule, as described by Nobel laureate and father of behavioral economics Daniel Kahneman, is a familiar concept. But its far-reaching implications aren't widely understood. The peak-end rule is—and should be—the heart and soul of customer experience design.

“People will forget what you said, people will forget what you did. But people will never forget how you made them feel.” –Maya Angelou

The peak–end rule is a psychological heuristic in which people judge an experience largely based on how they felt at its positive and negative peaks (most intense points) and at its end, rather than based on the total sum or average of every moment of the experience. The most defining moments in the customer journey are often the least obvious to the brand.

Customer Journeys are Emotional Journeys

Customers don't consciously calculate the net effect of a brand experience. Their strongest emotional reactions, both positive and negative, are all that counts; average experiences won't win customers. Here's how to earn loyalty through a peak customer experience.

Go Beneath the Surface

Customers are largely unaware of their own decision-making processes and don't fully understand why they feel the way they do about brand experiences. Although Voice of the Customer (VoC) is critical, Mind of the Customer (MoC) yields far greater insights.

Build Empathy

Metaphorically walking in your customers' shoes by regularly engaging with them has a profound effect at the very highest levels of your organization. This can help clarify the situation and shift the focus to what your customers care about most.

Map the Journey

What are your customers experiencing and feeling at various touchpoints?

- The **first encounter** is important; your customers will never forget how it made them feel
- **Small changes** make a big difference; search for tiny cues across the customer experience that can make a significant non-conscious impact
- Know when to design for **delight** (the “remembering self”) and when to design for **default** (the “experiencing self”)
- Your customers will remember the last point in their journey more than any other; make it a **storybook ending**

Align & Strengthen the Culture

A customer-experience mindset is “caught, not taught.” Company leaders must emotionally own any kind of change initiative, and encourage collaboration and sharing of insights among teams. **You never get a second chance to make a first impression.**