

# Authentic Emotion Measurement

Using Facial Emotion Recognition A.I.



**BEYOND PHILOSOPHY**  
Building Great Customer Experiences

# Who is Beyond Philosophy?

## Published 6 books on CX



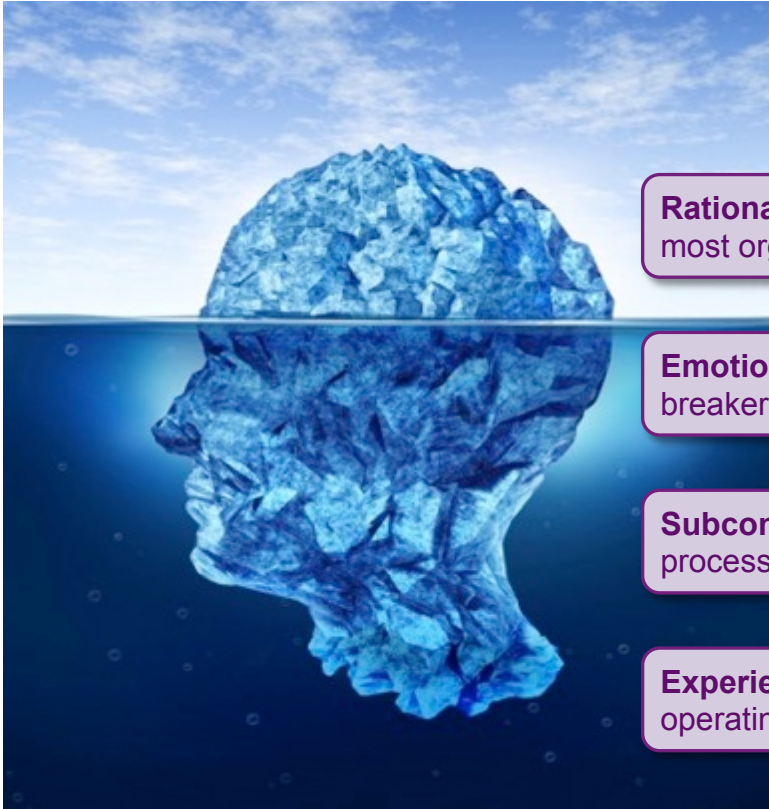
## Gratefully Recognized As:



## Links with Academia



# What makes us different?

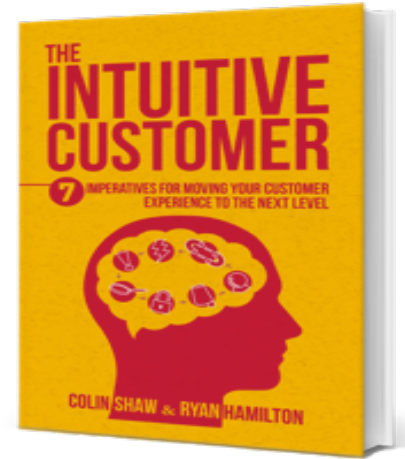


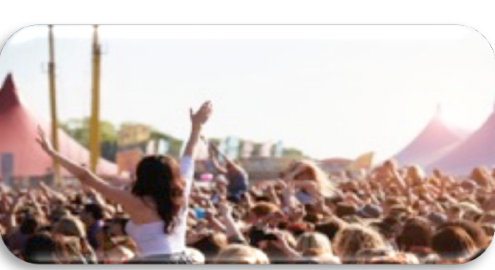
**Rational** – readily observable - what most organizations focus on

**Emotional** – the behavioral tie breaker in decision making

**Subconscious** – constantly processing clues in our experiences

**Experience Psychology** – the human operating system





# Experiencing self

# Remembering self





# Seven critical questions to create loyal Customers that produce ROI

1. How well are we measuring Customers 'AUTHENTIC' emotions?
2. What is the customer *REALLY* feeling entering our Customer experience?
3. What are their authentic emotions during our experience?
4. What is the peak emotion they are feeling?
5. What is the end emotion they are feeling?
6. What is evoking these emotions? Recognize that sometimes these are subconscious.
7. Are customers feeling the emotions that drive value for us?



# Poll

What are your main concerns around Facial Emotion Recognition:

- a) It's expensive
- b) It's not accurate
- c) It's too difficult to interpret the results
- d) I don't understand it
- e) I have concerns over privacy issues



Organizations are focusing  
on the rational side of the  
experience...



...but what creates memory is  
emotion





# 1%

or less of the data that businesses  
have on on customers is  
emotional...



# 99%

Yet, 99% of behavior is driven by  
emotion

Source: Crowd Emotion

Do you want to be blind  
about the digital experience  
if more and more customers  
are going down that route?



...or

- You want know how customers really feel?
- You want to be able to test the experience with customers without relying on rational responses?
- You want to increase sales by having instant feedback about customer reactions to stimuli?





**Before organizations had to  
rely on surveys**



**Now you can have instant, authentic feedback  
while customers (& employees) are having the  
experience**



**Or face to face interviews for  
feedback & insights.**



# More and more organizations are exploring ways to use the facial recognition technology



Follow

Welcome to Terminal F in ATL: The first fully biometric terminal in the US. Soon, customers with direct international flights will have the option to use facial recognition technology to check-in, drop off bags, move through security and board. Learn more: [dl.aero/6016rAfsp](https://dl.aero/6016rAfsp)

## Walmart wants to monitor shoppers' facial expressions

Jefferson Graham | USA TODAY  
Published 10:23 PM EDT Aug 8, 2017



## KFC in China tests letting people pay by smiling

Pay using your face and cellphone number  
By Tina Qiu | @TinaQiu | Sep 4, 2017, 8:45pm EDT



## Madison Square Garden Has Used Face-Scanning Technology on Customers



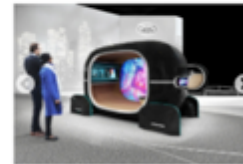
## Future Kias will read your emotions

Published on: December 21, 2018



### What's the news?

More and more, the Consumer Electronics Show (CES) in Las Vegas is turning into America's most important motor show, and



## Thai 7-Eleven stores to adopt facial recognition technology

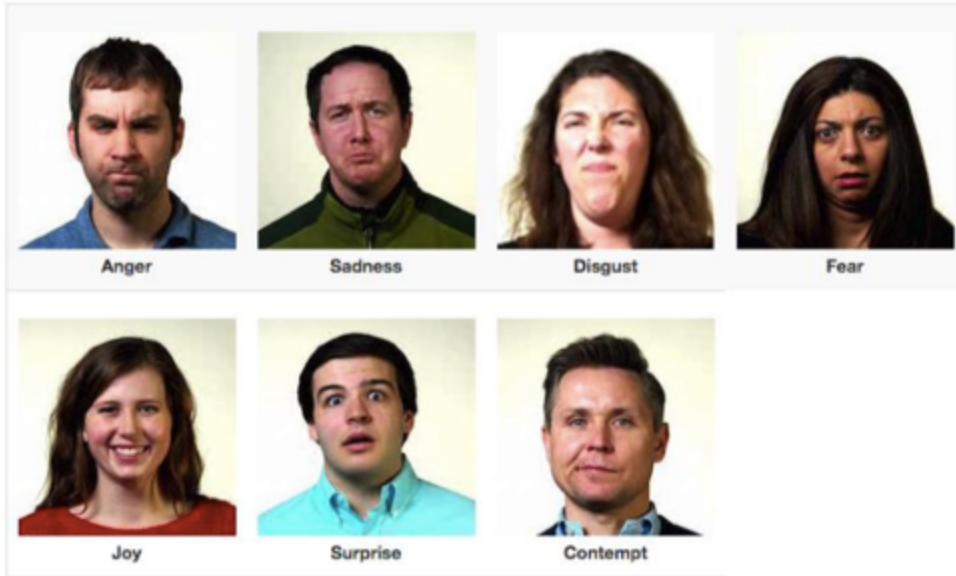
CP Group hopes to drive profits from tie-up with Remark to collect customer data



A background network diagram consisting of numerous grey circular nodes of varying sizes connected by thin, light grey lines, creating a complex web-like structure across the entire slide.

# How Authentic Emotion Measurement works?

# We distinguish between 7 basic emotions



Source: iMotions

## Measure 7 Basic Emotions:

- Joy
- Anger
- Surprise
- Fear
- Sadness
- Disgust
- Contempt

...along with the degree of confidence. The emotions are based on 21 facial expressions.



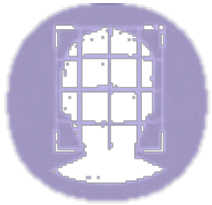
# How we measure the Authentic Customer Emotions to...

- ...assess your digital experience?
- ...assess your marketing content?

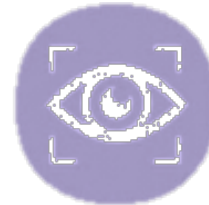


# When we assess a digital experience, we use a combination of methods

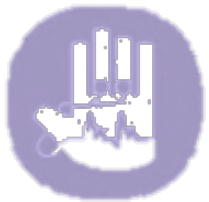
We use a combination of the sensors below to provide a granular understanding of the customers web experience at both a conscious and subconscious level



**FACIAL EXPRESSION ANALYSIS**  
What emotions do customers feel as they are having a digital experience?



**EYE TRACKING**  
How do consumers navigate the website as they complete specific tasks? What attracts their attention?



**GALVANIC SKIN RESPONSE**  
What is the degree of emotional activation/arousal elicited by the website task?



**SELF-REPORT**  
How easy do customers say a task is to complete? Which key attributes are the drivers of their loyalty?

# GSR – Galvanic Skin Response



- GSR measures changes in electrical (ionic) activity resulting from changes in sweat gland activity
- These are reflective of the intensity of our emotional state / arousal e.g. emotional peaks (positive or negative)
- The combination with GSR allows us to distinguish the genuine emotions and their intensity.

# Eye Tracking

Eye tracking data can also deliver valuable insights into consumers' gaze patterns e.g.

- How long does it take visitors to find a specific product?
- Where do your website visitors look? What do they look at and how much time do they spend looking at it?
- **Together with Facial Recognition and GSR, Eye tracking can also reveal how visitors felt when looking at a visual scene / element?**



# Authentic Emotion Measurement ...for content creators



Empower content creators to know what captures attention, causes emotional reactions, and creates memories.

# How we measure the Authentic Customer Emotions to...

- assess your Physical / F2F experience?



# Authentic Emotion Measurement ...using CCTV cameras



We could analyze customer (and employee) emotions in your store / branch using recordings from your cameras ....

...or we could install our cameras and analyze the emotions in real time

# Authentic Emotion Measurement ...in REAL TIME



We could get you real time data about how your customers feel

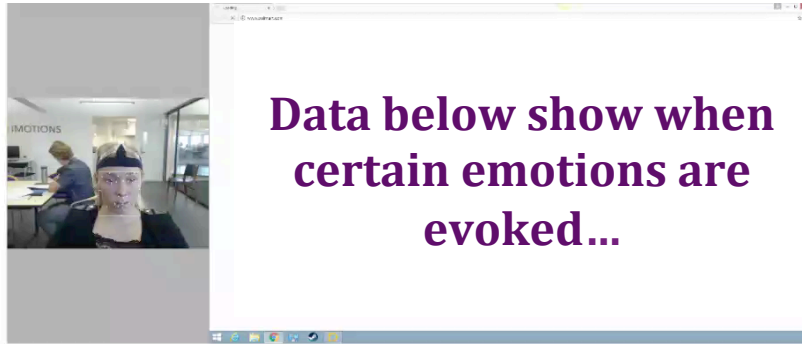
... so you can equip your customer service and sales reps with instant feedback about how they make the customer feel...

# Privacy Laws



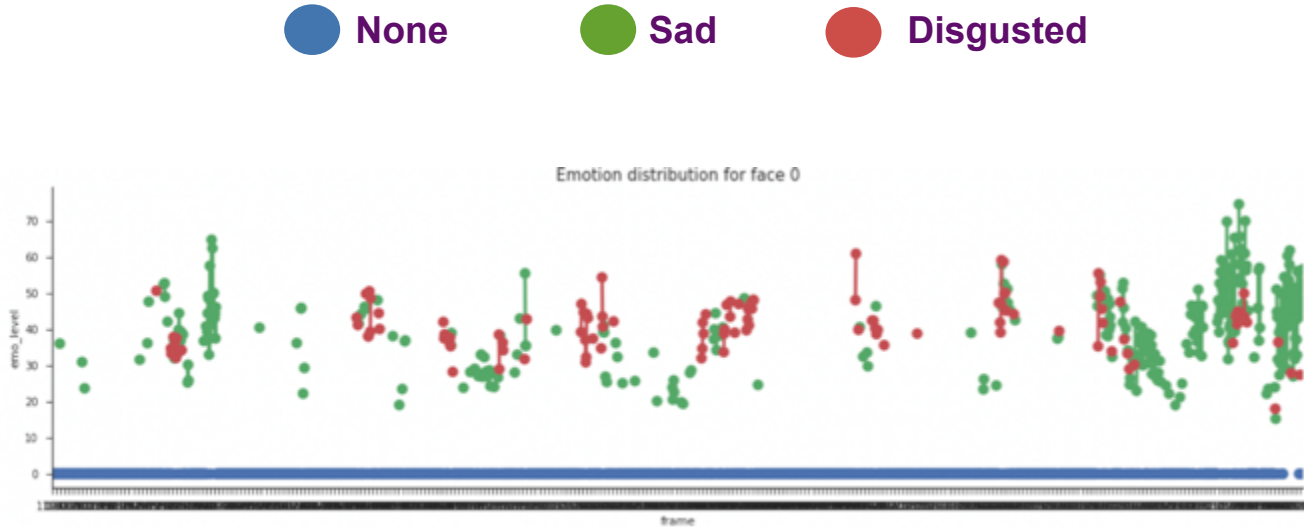
A background network diagram consisting of numerous grey circular nodes of varying sizes connected by thin, light grey lines, creating a complex web-like structure.

# What results do you get using Authentic Emotion Measurement?

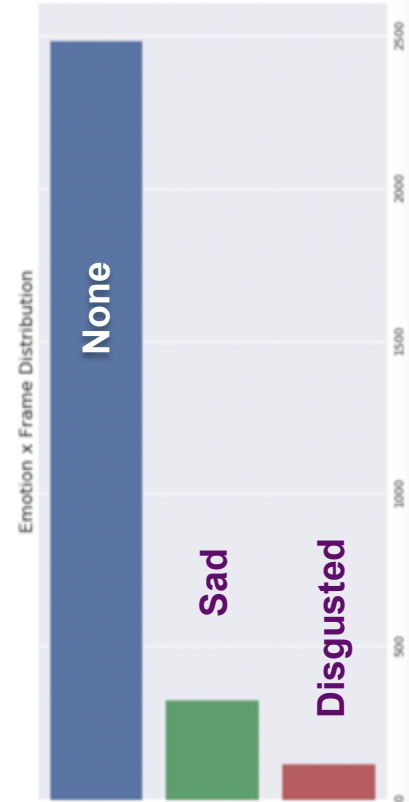




# Timeshare Website Experience Test



**Most of the time there were no emotions felt, but the most common emotions were “Sad” and “Disgusted”**



Properties  
browse or book

Offers  
& promotions

Travel Club  
for the Bond & beyond

Bond info  
useful information

Solo Travel  
Bond Companions Club

My Account  
& preferences

What's the  
difference  
between all  
these  
options?

Properties and availability

Quick view availability

Short notice / Points-free

Bond property map

Bond properties only

HPB Tenancy Programme

HPB Tenancy property map

Site & Arrival Guides

Site offers & activities

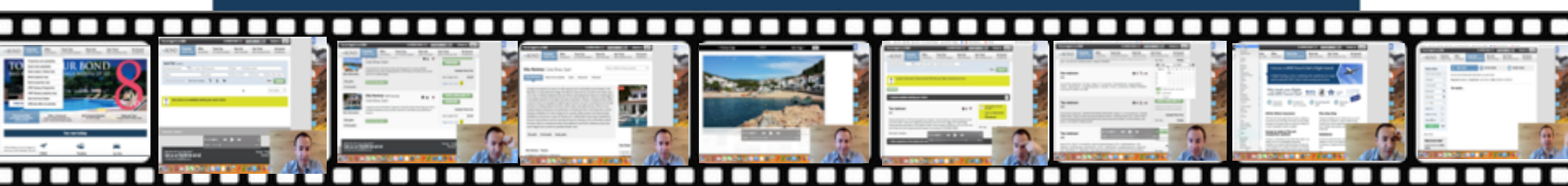
Result:  
Elevated  
feeling of  
disgust

What's the  
difference  
between  
these two  
options?

Refer a friend and  
receive a bottle of Alnwick Gin  
or your choice of £35 gift voucher

Early Seasonal Specials  
for all to enjoy!

Book your next  
overseas Bond holiday today





Properties  
browse or book

Offers  
& promotions

Travel Club  
for the Bond & beyond

Bond info  
useful information

Solo Travel  
Bond Companions Club

My Account  
& preferences

18 May 2019 (wk 20) +/- 3 days 7 nights Sleeps Two-bed

Reset Search

! Location information: Please provide with your flight number/arrival time.

How do I do this?

OVERVIEW

1 property available matching your criteria

Two-bedroom  
(4C)

Brownes Barbados 4C, 4th floor (top) apartment. Sleeps 4. Two twin bedrooms. Separate bathroom with over-bath shower. Open-plan living/dining and kitchen area with ceramic hob oven/m-wave/fridge-freezer/washing machine/dryer. WiFi Satellite TV/DVD. French windows (no balcony). Lift to 3rd floor then stairs Views over swimming pool/coastline beyond. No smoking. NO CHILDREN UNDER

Start date / duration:

Not bookable online for this date.  
Please call Reservations on 01638 666 262

Start day: Wednesday

3 other properties at this location (not matched)

14:06 -04:01





### Search criteria

Select location (optional)

Bridgetown

London Gatwick

22 May 2019

29 May 2019

+ / - 0 days

Adults (18+) 2

Children (2-17yrs) 0

Infants (under 2) 0

SEARCH > Reset

< Back to home

### Need some help?

Call HPB Travel Club on 01638  
666262.

### Flight results

We have found the following flight results based on your search criteria

Pickup point: Bridgetown || Dropoff point: London Gatwick || Dates: 22/05/2019 to 29/05/2019

No results...

### Car Hire results

### Transfer results

I give up...





# Summary



- Its critical to measure the Authentic Customer Emotions
- Old survey mechanisms are on decline and have flaws
- Digital experience is 'blind' in many respects

# Questions?



Interested to learn more?  
Drop me a line, happy to talk!



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Thank you