



Human Experience

How do we measure what our customers feel, think and experience?



About me



B.A. in Communication (Udesa)
Master's Degree in Strategic and
Technological Management (ITBA-EOI)



Co-Founder and facilitator "International
Bootcamp Communication Management
for EX and CX".



- Culture and Communications' Leader in CX

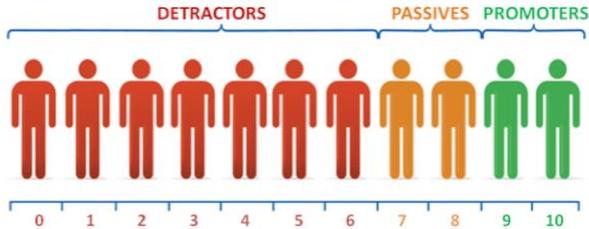


- Co-Founder of EmpatiA



How do we measure our customers' voice?

Customer Experience (CX): considers and analyzes all milestones and interactions between the company and the Customer.



NPS

=

% of Promoters
(9s and 10s)

-

% of Detractors
(0s through 6s)

How do we measure our customers' voice?

How likely are you to recommend us to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
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Not at all likely

Extremely likely

What is the main reason for your score?

Relational NPS



How do we measure our customer's voice?



Transactional NPS

How likely are you to recommend 'x' process to a friend or colleague?

What is the main reason for your score?

CX metrics

NPS/Pulses



Traditional



How do we analyze text?

Data analytics (Big Data + Machine Learning)



Data



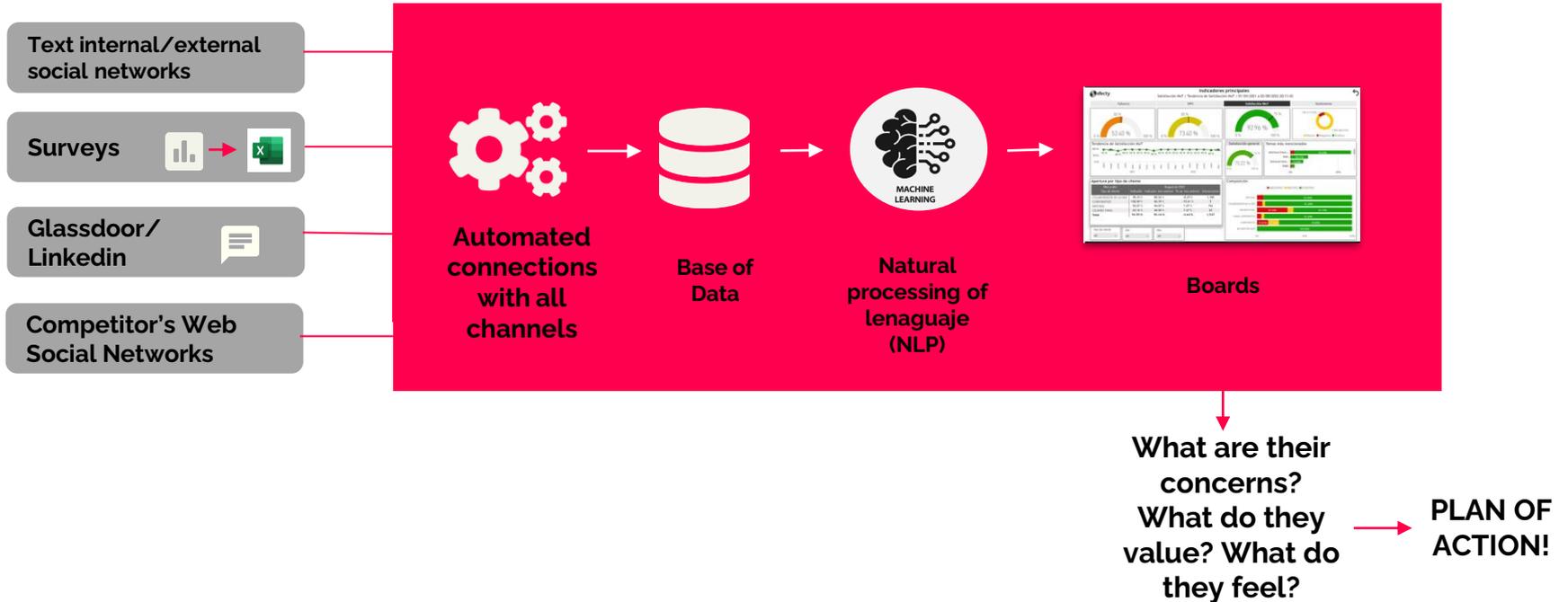
Information



Knowledge

How do we analyze text?

Data analytics (Big Data + Machine Learning)



How do we analyze text?

Data analytics (Big Data + Machine Learning)

The service is good but I find the cost of the account excessive.

Emiliano from the the branch is always willing and attentive to my requirements.

In my contact today the wait was eternal **but** I would like to emphasize the attention of the advisor.

I am satisfied with the attention they give me **but** it would be good to give a little more limit on the cards.

It is impossible to get someone to attend to you the ones who answer by whatsapp are worse than the bot. Do not know anything they send you to do things that you tell them you already did.

the home banking works excellent points the customer service of the card sector is very deficient I have reported a purchase on my visa statement.

Is improving the efficiency and the attention of its staff.

I did not receive good treatment the last time I went to the bank, **no** discounts.

How do we measure emotions (EX and CX)?

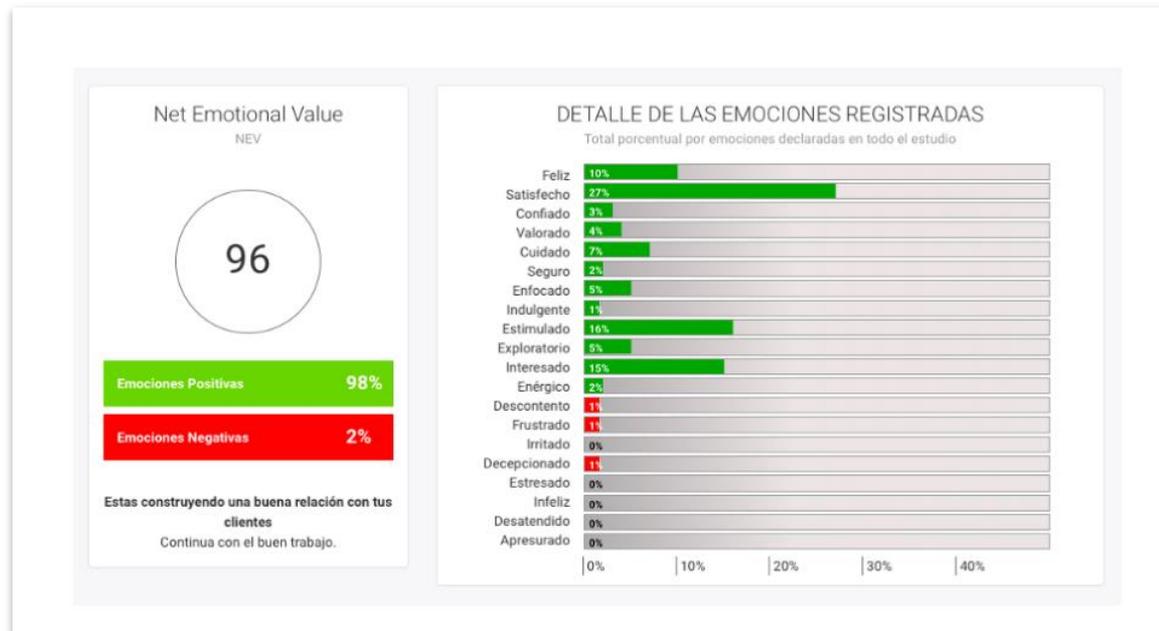
emocion_1 (Emotion) <chr>	score_1 <dbl>
Happiness	0.9156123
Anger	0.7811118
Happiness and frustration	0.9032218
Love	0.9611499
Sadness	0.8504091
Fear	0.8241434
Frustration	0.9639265
Love and sadness	0.9838511
Happiness	0.8064516
Happiness	0.9147643

1-10 of 12 rows | 1-2 of 4 columns

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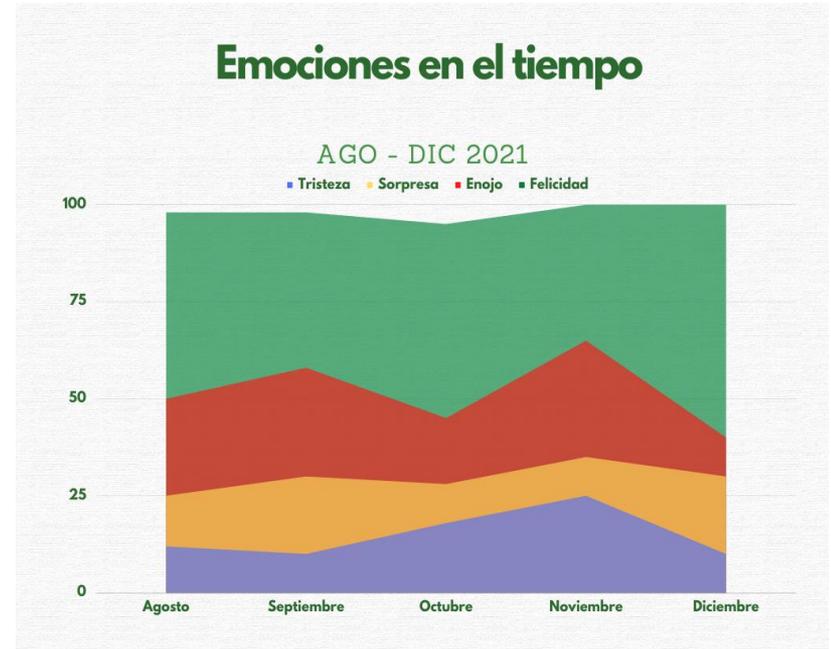
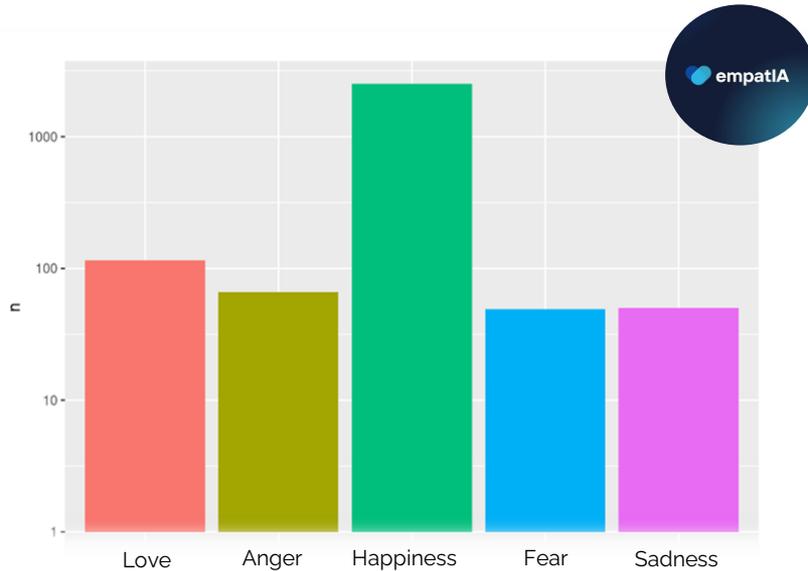
Measurement of emotions

Emotions: NEV (Net emotional Value): **average of positive emotions - average of negative emotions.**



How do we measure emotions (EX and CX)?

Distribution of emotions

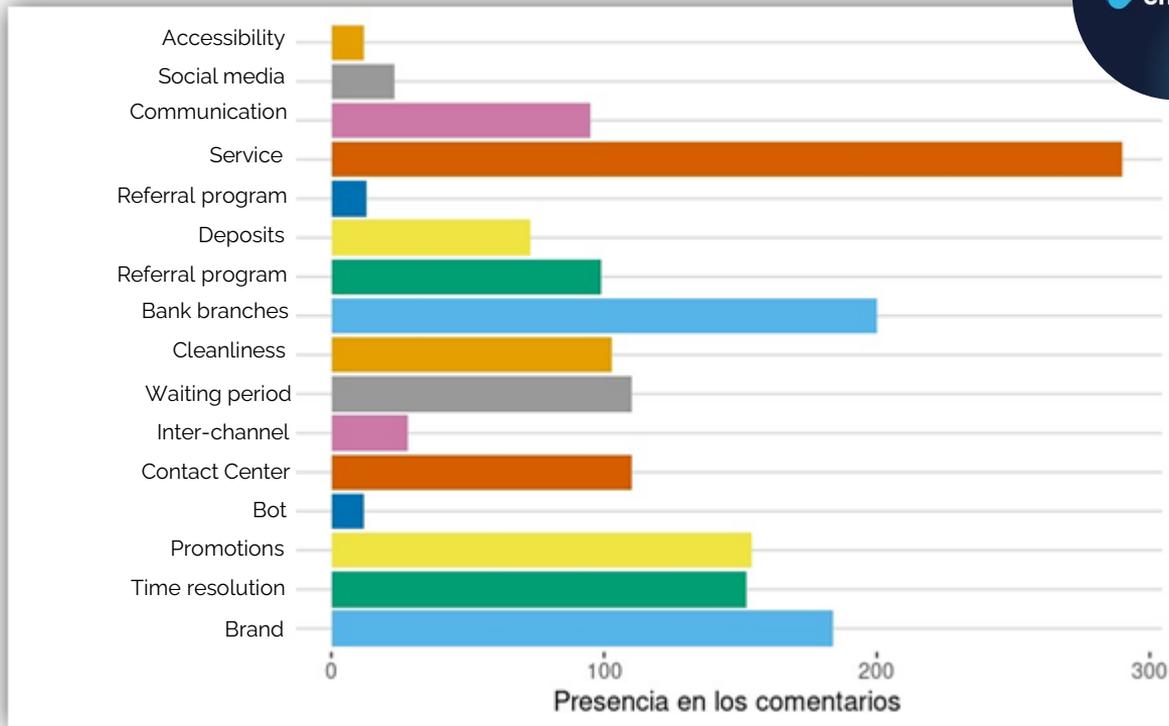


What is it that our employees and customers are talking about?



NEW

Topic inference





Thank you!

Let's keep in touch!



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