

Experience This! Show Podcast Hosts: Joey Coleman & Dan Gingiss  
ExperienceThisShow.com

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## Episode 69:

### [SHOW INTRO]

Welcome to Experience This! Where you'll find inspiring examples of customer experience, great stories of customer service, and tips on how to make your customers love you even more. Always upbeat and definitely entertaining, customer retention expert Joey Coleman and social media expert Dan Gingiss serve as your hosts for a weekly dose of positive customer experience. So hold on to your headphones. It's time to Experience This!

### [EPISODE 67 INTRO]

**Joey Coleman** Get ready for another episode of the Experience This! Show!

**Dan Gingiss** Join us as we discuss how to identify customer sentiment using more than just words, why asking for feedback shouldn't annoy customers, and a review of a new store without cashiers.

**Joey Coleman** Emojis, surveys, and sodas. Oh my!

### [SEGMENT INTRO][SAY WHAT]

**Joey Coleman** It's shocking how often people use 38 words to describe something when two would do the trick. We're looking at you, lawyers and accountants. Words matter. And there is no excuse for trying to hide what you mean. We explore words and messaging in this next iteration of Say What?!

### [SAY WHAT][An Emoji Says a Thousand Words]

**Dan Gingiss** You say it's shocking how often people use 38 words to describe something when two would do the trick. And that was the basis for us originally creating this segment. But what if people didn't use any words at all?

**Joey Coleman** Well I feel like that would make people even more difficult to understand.

**Joey Coleman** Wouldn't it?

**Dan Gingiss** Not necessarily.

**Dan Gingiss** So digital customer service platform providers Sparks Central recently completed analysis of customers using emojis in customer service communications and found some very interesting results. So, you know how some companies use these word clouds that show the size, kind of represents, how often a word might be used in a sentence or a paragraph or even an entire book? Well, they have built emoji clouds that show all the emojis that are used in various customer service experiences; like chat sessions, direct messaging, social media... So let's listen as SparkCentral's CEO, Joe Gagnon explains:.

**Joe Gagnon** The emoji cloud is a new way to represent information. The cloud metaphor here allows

us to look at the emphasis of each of the different emojis that a customer might have and look for patterns in those emojis as they communicate to a customer service rep or the rep communicating to them so that we can start to draw some insight from how people are feeling at the moment of interaction. And what we can do from this is we can click into one of those emojis that has a high emphasis maybe that's a happy face or a sad face and we can drill into the consumer sentiment that was present at that time, that they actually clicked on the emoji in the message. And why it matters is it gives us a real time way of interpreting how customers are feeling about the business or about a product. And at very, you know, sort of human level, that emoji is capturing more than just the data. It's the feeling, which of course, is what we're all trying to get at. You know it's sort of new because, you know, emojis while we've been using them personally to send you know happy faces, sad faces to each other... The ability to do that with business, is now emerging because we're using messaging platforms that support the graphical image of an emoji. You know we can really look at information at a deeper and richer level to allow us both to assess how we're doing as a business. You know, create action plans of the insights that we take from reading the emojis. And then, lastly, to give us all sort of everyone who looks at it a common and consistent view. So we see this as a big emerging trend going past just reports and into using emojis as a way to really understand customer satisfaction and sentiment.

**Joey Coleman** Yeah, I think this is pretty interesting Dan, because you know, I certainly use emojis in messages to friends and family and clients, but I don't often think of them as being used as much in a customer service scenario.

But clearly they are, and clearly there's a different level of understanding that folks can get when they're analyzing the emojis. I imagine it, you know, to Joe's point, it's another way to represent information and lots of times that age old phrase a picture is worth a thousand words. I think that probably holds even more true with emojis right? That someone can just quickly look at the images and have a clear understanding of what's going on as it relates to the customer's feeling or the customer sentiments in the moment.

**Dan Gingiss** Well yeah and this is a result of a trend that's going on in digital customer service, which is, this move to private messaging.

So for a while, we had a trend of people coming to social media and being really public about complaints. And what we're finding is that, whether it's Facebook Messenger, Twitter dm, or Wii Chat or even ask SMS, that people are using their phones more and they are going to these private messaging channels. So when you're doing that on a mobile device it becomes easier to use an emoji and so then people are, I think, using it more often which is sort of causing there now to be enough data that it's actually analyzable.

**Joey Coleman** Do you think people use the emojis more on mobile because they don't want to type everything with their thumbs?

So basically, a shortcut version and that may be part of the reason we're seeing the rise in usage of emoji in customer service scenarios is because more and more, mobile is the platform people are using to communicate with brands.

**Dan Gingiss** Yeah I think so. I mean I think it's also a lot easier to access emojis on a mobile device than it is on say a desktop or a laptop. So they're not really built into the keyboard like they are on a mobile device. So yes, I think that's the other trend is that we're seeing so many more people accessing websites and in other areas where customer service can happen via a mobile device. So they are more apt to use these emojis.

**Joey Coleman** Yeah. I never know what to type to get the emoji of the wink with the tongue out ... Like I don't even know how to do it like I can do the wink and I can do the tongue out I can't do the wink and the tongue out emoji on a keyboard.

**Dan Gingiss** I don't know a shortcut. I have no idea it could. Yeah well so we've got a very interesting quote from Kelsey Walsh, the social media customer service manager at Zappos the online shoe retailer. Kelsey says and I'm quoting now, " emoji clouds are a great visual way to see both customer emotion and agent emotion. We feel like they represent a more realistic sentiment than just relying on words alone. We strive for an emotional connection with our customers. So the fact that we can see both customer sentiment and agent sentiment with the ability to drill into a specific emoji, or emoji group, and analyse what the context of the messages is important to us". What I think is particularly interesting though is that emojis don't always mean the same thing to everyone. Now I'm personally reminded of the fist emoji and actually put a survey up on Twitter once and it got all of this feedback because some people look at the fist emoji and they think it's a fist bump which is like a positive 'Hey great job fist bump.' Others look at the fist emoji and think that it's a punch which is very negative right? Not so positive.

And it's fascinating because, and I'm telling you, it was 50/50 on Twitter at least in my informal poll.

**Joey Coleman** It's really useful, that when you're using a messaging tool that half the people think you mean something positive and the other half think you mean negative based on a single image.

**Dan Gingiss** Exactly. And then, there are also cultural differences that get thrown into this. So Sparkcentral looked at that part and we're going to share a fascinating image in the show notes but they put together a comparison of a U.S. brand and an Indonesian brand and the different emojis that customers and agents use.

**Joey Coleman** And folks go over to the show notes and experience this show dot com and check these out because I thought this image really brought this whole point home to describe it.

You've got an image of all the emojis used across the timeline from a U.S. brand and then the same type of graph but with an Indonesian brand and a couple things really stood out first of all they're about three times the number of emojis used with the U.S. brand communication than with the Indonesian brand communication. Now to be clear, we don't know exactly how the study was done, or whether they were, you know, indexing out for different carriers because different carriers use different emojis and things like that. So we weren't really sure on that, but even just the prolific nature of a variety of emojis being used in the US as opposed to Indonesia, kind of aligns culturally with the U.S. brand of a lot more independents, and people feeling like they want to brand themselves and say their own thing. So I wasn't entirely surprised by that, but seeing the volume was pretty impressive. And you also saw emojis on the U.S. side that really didn't show up, or if they did show up on the Indonesian side., it was barely at all emojis like something being on fire or the siren, and the high fives. So it's like, the emotional – It seemed like the emotional swing, was higher in terms of the emojis used responding to the U.S. brand than the Indonesian brand.

**Dan Gingiss** Well yeah I think that is probably most seen in what is the biggest emoji in both countries which therefore means the highest used in the U.S. It's the smiley face with the heart eyes, and there are also, I have to say, a lot of other hearts of pretty much every color on the U.S. side. But the largest one on the Indonesian side was actually the praying hands. And I thought that was really fascinating. Presumably meaning thank you, but we'd have to dig in a little bit more to figure that out. Some of the similarities: they both use the, what I would call, the shy face which is the smiley with kind of, the rosy cheeks. I don't know if that's its official name, but.

**Joey Coleman** It is now. It's a new – it's what I will call it. From now on Dan, the 'shy smiley'.

**Dan Gingiss** And I also noticed that even there's some subtleties right?

So, the in the U.S. brand, there's a smiley, that has kind of an open mouth smile with some teeth at the top, whereas um, in the Indonesian brand the one that pops is a smiley that has that full set of teeth the

top and the bottom teeth. I don't know if that means anything but I do think it's fascinating that we use different symbols to say the same thing.

**Joey Coleman** And I think with, increasingly, global brands, being aware of the cultural differences is really important. In fact, here's Joe Gagnon again to explain some of the cultural differences that surfaced for them when they were analyzing this emoji usage.

**Joe Gagnon** The intrigue with emojis is that there is actually a cultural bias that's used when people select them. We all know that there are certain cultures around the world that, you know, are more discerning, or more happy, or using different images, to tell back to the organizations they're talking to how they feel. And so, we can compare country to country or location to location to see the different emphasis. You know maybe it's the praying hands, is the same as the happy face. It could be that the crying face is the same as the you know the unhappy one. And what we're able to do, is to start to understand when we look across a global organization that the commonality in the way that the emoji was used tells us where that sentiment is coming from geographically. And so we get this very quick ability to drill into localized issues that are coming through because the emojis are telling a story deeper and richer than just the images themselves.

**Joey Coleman** So I say this summary here is that emojis, which have long been a tool of conversation in private messages are increasingly emerging as a communication method in digital customer service channels as well.

And the fact that they can be analyzed now and aggregated allows us to better understand customer sentiment and then work towards reducing negative and increasing the positive sentiment. You know, I think it's a lot easier for a customer service wrapper really for anyone in your organization to look at an emoji and quickly, for lack of a better way of putting it, read a thousand words from a single image, than to look at a giant word cloud with a lot of different words that they may connect with one or two of them, but then they move on.

**Dan Gingiss** Agreed. So definitely something to keep an eye on as we move toward a world where more and more customer service interactions are happening online and people are using emojis to express themselves.

## **[SEGMENT INTRO][LISTENER STORIES]**

**Joey Coleman** You listen to us. Now we want to listen to you by visiting our Web site and sharing your remarkable customer experiences with us. We can share them with a broader audience. Now sit back. And enjoy our time Listener Stories.

## **[LISTENER STORIES][Customer Experience Surveys]**

**Dan Gingiss** All right it's time for another Listener Stories segment. One of my favorites where we talk about your stories that you've shared with us on our Web site which is of course [www.experiencethisshow.com](http://www.experiencethisshow.com). Now you just click on the contact button in the upper right hand corner and you can easily leave us a digital voicemail with your customer experience story. So friend of the show, and all around cool gal, Dr. Anna Stumpf did exactly that recently. And here is her story.

**Dr. Anna Stumpf** Hi I just wanted to share an experience that I feel like might be able to be improved and then all of us can learn from. I am a 13 year season ticket holder for a professional sports team in my city and they send a lot of emails some of which are informative but some of which are collecting information. But every email they sent me has my name and my season ticket number account number listed and for surveys a recent one I got they wanted to know what I'd be interested in purchasing season ticket holder parking which I've not ever done in 13 years but I had to click on the link and all of their surveys lead me to the first page where it is blank and it asks for my name my address my phone number my email and my season ticket holder number. All information that I know that they have and

that I keep accurate with them. So after I fill all of that out myself again on the survey the only question on the survey is are you interested in learning more about parking for the upcoming season. Yes or no. I would have loved to have seen a thumbs up or thumbs down in the email they sent me rather than have to go through all of that and I can't help but think major league sports probably have the money to pull that off. I don't know what every small business - Couple things to unpack here. First I want to get into this idea of asking people to share their information over and over yet.

**Joey Coleman** I need to pick myself up off the ground for this one because this drives me insane – insane. I was very struck by, in his description, of an email that has her name and account number in the email and then she clicks the survey and goes into the survey where it asks for – wait for it – her name and account number. They already knew her name and account number when they sent her the email and the fact that they don't have that synched up with the survey. To be honest I realize it requires a little bit more technical effort, but in 2019, it's mostly just lazy. It's mostly just lazy – like, that is pretty easy to sync up. Especially if they're bashing and sending that information out in the email message to have a customized response coming back into the survey is not a difficult technical task. And the problem is and I think, you know, you sense this and in Anna's tone and Anna, this isn't me being critical. I thought she was incredibly calm and professional about this. I would have been probably freaking out a little bit more is, it's completely disrespectful of her time. It's saying as a customer 'hey we want your feedback come fill out this survey and we want you to go look up your account number to tell us.' It's like seriously guys? you can do better.

**Dan Gingiss** Well it reminds me it's basically the digital version of the IVR which is the interactive voice response of system or the recorded message you get and a toll free number where it says enter your account number and you go dit dit dit dit dit dit dit do this are now connecting you to an agent and then the agent picks up and what's their first question. Well let's hear for her. Yeah.

**Joey Coleman** By the way let me throw out a little pet peeve here. If your business is using an account number that is anything but the person's phone number you're foolish to think they'll remember it. Yeah.

**Dan Gingiss** Why would they take the decision away.

**Joey Coleman** There's no way I'm walking around going Oh yes my cable customer number is this on my cell phone customer number's this. There's no way people are gonna remember those numbers and obviously we don't use their social security number or some type of a personal identifier financial number. But it's why companies in this day and age think that they're gonna remember anything other than their phone number. I'm so happy when I interact with the brand and they're like oh you have your card and I'm like absolutely not. They say oh we can look it up by your phone number what is that? Like, Thank you. I've had this phone number for 20 years. I would happily give you this phone number. That one I know that one I know. You know. Yeah it's it's ridiculous.

**Dan Gingiss** So the other thing that Anna pointed out that I thought was really interesting was that there was really only one question to this survey, which is: are you planning on purchasing parking? Now, there is also technology, Joey, that allows you to do that right in the email body right in e-mail folks.

**Joey Coleman** You just click one thing and you'll know the answer.

**Dan Gingiss** Exactly. And obviously since her name and account number is already in the e-mail they could get the feedback with one click of a button and we've talked before about how whenever you can reduce the number of clicks or reduce the effort for a customer you're gonna to happier customers. And this particular case you are asking them to give you feedback which has them doing a favor for you but you're making it difficult. And I didn't I don't really understand that. So I think keeping surveys simple is one of the key things to getting more people to participate. First of all because oftentimes we don't get great response rates for surveys and it's because they're too long and they're hard. And so keeping it simple in this particular case putting it right in the body the email would have been a heck of a lot

easier.

**Joey Coleman** I'd also add in: Don't ask foolish questions. Thirteen years in, as a season ticket holder when you've never purchased parking I think it's okay for your brand to assume that Anna isn't interested in parking and that if she becomes interested in parking as a 13 year season ticket holder I bet she will reach out and let them know that she would like to explore a parking package or a better question would have been why have you not.

Why have you not? Do you understand how much more convenient is do you know that we could do X Y and Z. You realize that it's just you know a little bit more than you're already paying or whatever. You know make it part of the sale instead of just saying you're planning to do this. It's ridiculous.

**Dan Gingiss** Exactly and I also find in other surveys that that sometimes companies ask so many questions because they feel like they're going to get all this useful data but then they don't do anything with the data that they get. So I would urge people that if you're sending out a survey if you don't know what you're going to do with the answer whether the answer is 80 percent said yes or the average rating was 4. If you don't know what you're going to do with that data then you shouldn't be asking the question.

**Joey Coleman** I was at an event recently where I was the closing keynote speaker and when I finished, the organizer got up and said, "Great, and you're gonna be getting a survey about the event. Tell us what you liked and tell us what you didn't like. Because we're going to act on some of those things, like we sometimes have in the past." I kid you not! And I'm sitting there and it's just: "Oh no oh no that was not the way to frame this." And I just watched the audience; there were a couple hundred people in the audience, and I just looked and thought to myself, 'These people are not going to fill out the survey.' You just told them, 'hey, make time to tell us what you liked and didn't like, and we may or may not, but probably will not because we haven't in the past, act on the information folks.' I would rather have you not ask for a survey if you're not planning to use that information. Just don't do it. Just don't do any survey. Folks won't mind if you don't do a survey.

**Dan Gingiss** Yeah. You don't do the survey just because you feel like you have to do the survey. You do it because you're trying to get some information that will help you do better in the future. And I'd say the last piece is, don't make customers re-enter information. This is the number one complaint about customer service in general: is that people don't like having to repeat themselves. This is the number one complaint about customer service in general, so don't do it! I know you saw what I did there.

**Joey Coleman** Just stop, just stop.

#### **[SEGMENT INTRO][THIS JUST HAPPENED]**

**Joey Coleman** We'd love telling stories and sharing key insights you can implement or avoid based on our experiences. Can you believe that This Just Happened?

#### **[THIS JUST HAPPENED][Amazon Go Store]**

**Joey Coleman** We'd love telling stories and sharing key insights you can implement or avoid based on our experiences. Can you believe that this just happened?

**Dan Gingiss** In the last episode Joey talked about his experience at the Amazon 4-Star Store. So I wanted to follow up on that by sharing my recent experience at an Amazon Go store. Now for those who aren't familiar the Amazon Go store is like a convenience store. Except there's no checkout area. You just walk in using an app to get you through the gate, you pick up what you want, and you leave.

**Joey Coleman** I am so jealous that you've been to an Amazon Go store. I have wanted to go to one of these stores for a long time because I'm just fascinated by this as a retail concept.

**Dan Gingiss** Well it was pretty cool. However, like the Amazon 4-Star Store, there were some things that I liked about it and some things that I think could be improved in future iterations. So the first thing is you have to download an app but that was easy to download and very easy to setup. You know, you connect it with your Amazon account so it's got your credit card information and everything already there. And it basically gives you about two or three screens of, like, a tutorial and the tutorial essentially says just walk in pick up what you want. If you don't like it put it back on the shelf. Don't worry, we'll get it all right and then leave when you're done. And I was there with my son and, we of course were both fascinated about how it worked and we're trying to figure it out, as we were going through this store. So the store looks like just a convenient store. There's sodas and water and snacks and some sandwiches and you know, think of it as like a 7-Eleven, basically, it's kind of, that's what the inside sort of looks like.

**Joey Coleman** Are there any people in the store? Sorry. Like any Amazon employees in the store? Or is it —

**Dan Gingiss** There was one. There was one employee there and that surprised me because I honestly, thought there wouldn't be any employees but she was very friendly and most of what she was doing seemed to be answering questions. The two biggest being: how does this work? And can I just leave?

**Joey Coleman** Right? Can I really just leave? This feels like stealing.

**Dan Gingiss** Well, and the thing is, so the app explained that it kept track of what you pick up and put down so my son and I are looking like are there sensors if I if I and this was one of the challenges right? I figured alright if I pick up a soda from the shelf then I'm going to look down on my app in real time and it's going to say one shot a soda in my cart. That isn't what happened. And likewise, when I put the soda back it's like nothing. You know there wasn't anything occurring in real time, which I thought was a little bit confusing. So we went through this store and we ended up each getting a soda. Different kinds. And then we just walked out and no alarms went off. Police didn't start chasing us down the hall. We just kept on walking and the other thing that I thought was really interesting is it took the app several minutes, four or five minutes, to realize that we were gone and when it did, sure enough — a receipt popped up on my screen with exactly the two items that we had left with.

**Joey Coleman** So when you, if I can ask, and when you say exactly the two items you mentioned you got two different types of soda, it had actually identified the two different types of soda on the receipt or it just said two sodas?

**Dan Gingiss** No, It identified the two different ones because they were different priced as well. I think I got -My son got like a sugary soda and I got like a carbonated water kind of thing and so they were different prices.

**Dan Gingiss** Yep got the brand name just as if the UPC had been scanned. The little symbol on an all product bars. So then I sort of figured well maybe it's sensors that are, that, you know that scan what you have in your hands as you're walking out. You know what if you're holding onto the can and you're covering up the UPC or whatever so I don't know it could be cameras. I really don't know. But I thought the experience was interesting. First of all, because obviously this is incredible technology I mean the fact that it got this exactly right was amazing and I still can't figure out how it did it but it was also you know a very clean, well lit store. The prices were great. So the prices for those sodas were definitely less than if I had gone into a typical convenience store so you sort of still have that Amazon value proposition that everything seems to be cheaper there.

**Dan Gingiss** So I thought it all ended up working really really well and I guess my only advice would be that I thought the tutorial might be a little bit more specific in terms of. 'No this isn't real time. When you pick something up and put something dow, It's not tracking at real time, but it really is as simple as pick up what you want and walk out. And it all works.

**Joey Coleman** And it's funny because, in many ways isn't this the ideal friction eliminator for all shopping? Can you imagine? I don't know about you. There've been plenty of times when I've been in a store where I know what I want. I'm happy to pay for it. I don't need to talk to another employee. I'm going to go in, I'm going to grab it and I want to walk out. And usually the most frustrating, slowing piece of the process is the checkout. Whether it's checkout with a customer or with a rep from the company or an employee, versus you know self check, which if you pretty much go to any grocery store, or now that the lines for the self check are almost longer than the lines for the people checking them out because increasingly, I think most folks feel they can self check themselves out faster they can then they can have the employee check them out.

**Dan Gingiss** Totally agree. And I'm reminded of our of our live episode when Isabella Mangallo is borrowing my microphone and standing about three inches from my face and she was talking about the shoes that she had bought that she loved or that she wanted to buy and she was literally begging them to let her pay because she couldn't find somebody to take her money.

So yeah, this does eliminate all of the friction. And again, I thought it was a very pleasant experience. Great selection for a convenience store. Quick and easy and Amazon pricing so... Hope to see more of these in my neighborhood and yours.

### **[SEGMENT INTRO][THREE TAKEAWAYS]**

**Joey Coleman** We've talked you've listen. Now it's time to act. There are many things you could do to take what you've learned in this episode and implement it but at times that can feel overwhelming. Instead why not just focus on three takeaways.

### **[THREE TAKEAWAYS][Episode 69]**

**Dan Gingiss** Takeaway number one. Have you thought about analyzing the emojis that your customers use? Emoji symbols can speak volumes about how a customer's feeling now that digital customer service channels like messaging are growing quickly. Now is a good time to start looking at how your customers may be talking to you without words.

**Joey Coleman** Takeaway number two. Are you inadvertently annoying your customers by making things more difficult? Are there places in your customer journey where you could fill in the blanks for your customers instead of relying on them to do it? And are you using all of the data you're collecting from surveys or just asking the questions because you feel you have to?

**Dan Gingiss** Takeaway number three. What can you learn from the Amazon go store, that can be applied to your business? Are there areas that you can automate to make the customer experience smoother and more enjoyable? Have you fully tested new apps and digital experiences to ensure that they answer all of your customers questions?

**Joey Coleman** And those are the three takeaways for this episode. If you liked this episode please consider telling a friend, or 20 friends, about the experience this show and as always thank you for listening.

### **[SHOW OUTRO]**

**Joey Coleman & Dan Gingiss** Wow. Thanks for joining us for another episode of experience this. We know there are tons of podcasts to listen to magazines and books to read reality TV to watch. We don't take for granted that you've decided to spend some quality time listening to the two of us. We hope you enjoyed our discussions and if you do we'd love to hear about it. Come on over to experience this show dot com and let us know what segments you enjoyed, and what new segments you'd like to hear.

This show is all about experience and we want you to be part of the Experience This Show. Thanks again for your time and we'll see you next week for more Experience This!