

## **SOCAP invites you to attend a breakfast briefing to launch the SOCAP Consumer Emotions Study**

**What emotions do your consumers experience when dealing with your business?  
How do your staff and processes impact on consumer loyalty?  
Does the consumer experience have a negative emotional impact on your brand?**

Advertising and marketing appeal to our aspirations for love, security, success and happiness.

However, when we deal with business it seems that there is only one emotion that we experience as consumers that needs to be measured, satisfaction.

SOCAP has recognised the need to foster a deeper understanding of the psychology of consumers and has facilitated the SOCAP Consumer Emotions Study.

The study was conducted by Evalue and Psychologica. Major Australian organisations from the automotive, aviation, financial services, home services, telecommunications and utilities industries and government participated.

SOCAP together with Evalue and Psychologica are offering the opportunity to gain a greater insight into consumer emotions and the impact that the emotional experience has on the brand, customer satisfaction and loyalty.

A series of public briefings will be held in Melbourne, Sydney and Brisbane in order to present detailed findings of the study.

Presented by **Wayne Croker, Evalue & Michael Edwardson, Psychologica.**

The Study has enabled us to delve deeper into the consumer experience than has been possible before. The research has uncovered:

- Why traditional dis/satisfaction measures don't distinguish between disappointment and anger, and why the difference needs to be understood.
- The existence of positive emotions. Why grateful, valued and impressed are just three of the consumer emotions that could differentiate your brand beyond satisfaction.
- What is the impact on the brand of consumer indifference?
- Issues of trust. Do consumers trust the organisations they are dealing with? Does trust matter?
- Consumer contact handling affects your brand. An overwhelming majority of consumers who experience a 'negative surprise' continue to be disappointed, frustrated and annoyed with their follow up treatment, substantially damaging their loyalty.

**FAX-BACK REGISTRATION (03) 9650 6630**

## **SOCAP Consumer Emotions Study Breakfast Briefings**

**TAX INVOICE** ABN 20 058 477 017

Name of Person Attending: \_\_\_\_\_

Title in Organisation: \_\_\_\_\_

Organisation Name: \_\_\_\_\_ SOCAP Member:  Yes  No

Contact Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Special Dietary Requirements: \_\_\_\_\_

### **BREAKFAST BRIEFING ATTENDANCE:** (Please choose appropriate location)

- 15 July 2003, Melbourne**  
Grand Hyatt Melbourne, 123 Collins St MELBOURNE VIC 3000  
Registration from 7:00am and the briefing will finish at 9:30am.
- 17 July 2003, Sydney**  
Radisson Plaza Hotel, 27 O'Connell St SYDNEY NSW 2000  
Registration from 7:00am and the briefing will finish at 9:30am.
- 18 July 2003, Brisbane**  
TBA

**Members:** Registration **\$85** per person including copy of the SOCAP Consumer Emotions Study Public Report

**Non Members:** Registration **\$95** per person including copy of the SOCAP Consumer Emotions Study Public Report

Costs: all prices quoted include GST

### **Payment details:** (Please choose one option)

I enclose my cheque/company purchase order payable to SOCAP for \$ \_\_\_\_\_  
Mail to: SOCAP, 5th Floor, 167-171 Collins Street, Melbourne Vic 3000

Please charge my:  Bankcard  Mastercard  Visa  Amex  Diners Card for the amount of \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry date: \_\_\_\_\_ / \_\_\_\_\_

Cardholder's Name: (PLEASE PRINT) \_\_\_\_\_ Signature: \_\_\_\_\_

Funds deposited directly to the SOCAP Bank Account for the amount of \$ \_\_\_\_\_  
BSB: 033 157 Account: 175184

**Fax back to: Chris Walton @ SOCAP on (03) 9650 6630, Enquiries: call Chris Walton (03) 9650 6005**