

Testimonial from Jamie Thompson: Manager | National CS Operations & Strategy

“Morphii enabled us to connect with our customers in a meaningful way on an emotional level never before achieved. We are astounded by the substantial, actionable insights we derived using just a short survey. Morphii clearly resonate with consumers and empower us to propel our experiences to new heights.”

Background



The team at Verizon is not solely focused on generating sales and new customers, but also cultivating lasting relationships with current customers and increasing their happiness with the service, brand and its reps.

Approach

It's Time To Talk

Verizon was able to embed the Morphii widget into the Qualtrics survey platform so that customers could now respond to Verizon's survey with emotion-based digital tools. With both leading and lagging indicators represented, Verizon could understand both the overall view of the brand as well as specific experiences.

The survey was designed to mimic emotions akin to long-term interpersonal relationships.

Results

Clear Signals

Of the customers who were not already happy with Verizon, we scientifically identified that 39% of them were disappointed and emotionally passive and are very OPEN to Verizon providing a better experience.

This 39% group has rich potential for brand advocacy and allows Verizon to save money and resources by specifically targeting this group to build deeper relationships.

Third-Party Support

Qualtrics Customers: 8,500+ | Headquarters: Salt Lake, UT
A leading, cloud based, experience management company

Morphii is a digital measurement tool that allows you to go beyond sentiment. It marries the science of emotion and engagement of emoji to help people express, connect and learn across digital mediums.

Learn more at morphii.com

