**Emotional Reactions**

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Project managers will look at different aspects that they can apply to ensure that different customers' emotional reaction has been managed as needed. In this case, various factors under emotional reaction play a key role and must be checked in the process (Beigi & Shirmohammadi, 2011):

1. The project managers should be aware that customer satisfaction is subjective. This means that follow-ups should be done to ensure that most of the features placed within a product are more than 50% functional, making customers appreciate it.
2. Project managers should install proper channels to persuade customers on how they can use the product being developed in the process (Sunindijo et al., 2007). This means that employees on the customer care service should be trained on how they can apply emotional intelligence in solving different situations from the customer.
3. Project managers should find ways to transform services and products being offered to fit the experience nature. This process to situations and environments where customers are paying to gain good moments within a given event (Morrison & Crane 2007). Through this, offers are mostly placed on events that customers might want to repeat, making it the major area of concentration.
4. Consideration should be placed on the content shown on the product being sold and how effective it will be on the customer's emotion. The end goal in this stage is to ensure that proper branding is done on the product while at the pre-purchase phase. In this section, the end is always on providing positive feedback on the product by its customers (Steen et al., 2011). For it to be successful, customers need to be connected based on the market strategy, reputation, and channel of communication.

The steps being checked from the above illustration show indications and features that must be maintained to enhance good emotional reaction from customers.

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