



Identify strong TR & EM	<div><div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Harnessing the power of customer emotion can help you to forgre deeper customers rerlationships and develop loyalty .</div></div>	<div>and matches customer behaviour</div> <div>Our custmer solutions have been created to help  increse the focus on your customrs .</div>	<div>them for customer development.</div> <div>Keeping in your brand consistent Sticking to your brand voice choosing the righht media placement</div>	Identify strong TR & EM
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