

# Getting the best insights hinges upon asking the best questions



## The Imaginative Question.

Decooda accurately detects how customers think, feel and act about a product, experience or brand, and uncovers how those thoughts and feelings translate into behavior, in order to understand the relative importance of each customer touch point. This is achieved by complementing the Likert question with a carefully crafted, unique Imaginative Question that allows customers to communicate with the brand in their voice on their terms. This allows Decooda to go beyond the simple NPS® score. By linking topics with emotions and cognitive states we can tell companies what specific aspects of the product or experience most significantly influences customer behavior - [CX I.Q.](#)

Our years of experience have shown us that using open-ended survey questions to measure consumer experience can sometimes yield unsatisfying results. Consumers often fail to be verbose in response to such survey questions, usually because of fatigue and disinterest. Although our platform is the best on the market for identifying affective and cognitive insights from text, it cannot find insights in texts that are sparse. Therefore, it is important to provide the platform with texts that contain affectively and cognitively rich language.

To address this issue, we have developed a methodology called the Imaginative Question (I.Q). Rather than asking traditional survey questions (e.g., "What did you like about the product?"), which generally produce boredom and disinterest in survey respondents, we ask creative questions that spark

respondents' imaginations and get them engaged in the task. For example, the imaginative question below is intended to measure what consumers like about a product:

*Imagine that your best friend is thinking of buying this product and has come to you for advice. Take a moment and imagine what you would say to this friend. In the box below, write what you would say to help this friend decide whether he or she should or should not buy this product. Please be specific.*

**Imaginative questions get consumers in a state that allows them to verbalize their emotions, as well as cognitive states, attitudes, belief systems and unconscious processes.**

Although the difference between this type of question and traditional survey questions may be subtle, our research has shown that these imaginative questions elicit significantly better survey responses. In the included example, compared to traditional questions, imaginative questions yield 17% more sentiment detection, 25% more emotion detection, 27% more cognitive state detection and 28% more topic detection (see Figure 1). On average, responses to traditional open-ended survey questions are 17 words per verbatim, while

25% more emotion detection, 27% more cognitive state detection and 28% more topic detection (see Figure 1). On average, responses to traditional open-ended survey questions are 17 words per verbatim, while response to our imaginative questions are an average of 45 words per verbatim. This is a statistically significant difference ( $p < .001$ ), which reveals that imaginative questions elicit significantly longer and more verbose responses than traditional questions. Further, in a recent study, 10% of survey responses exceeded 100 words.

Decooda and internal users of our platform are given extensive training on how to use the I.Q. to elicit affectively and cognitively rich responses to their own surveys. Using this methodology helps our users find deeper, more meaningful insights into their brand, company, or product, so that they can make smarter decisions that translate to a bigger bottom line and better brand health.

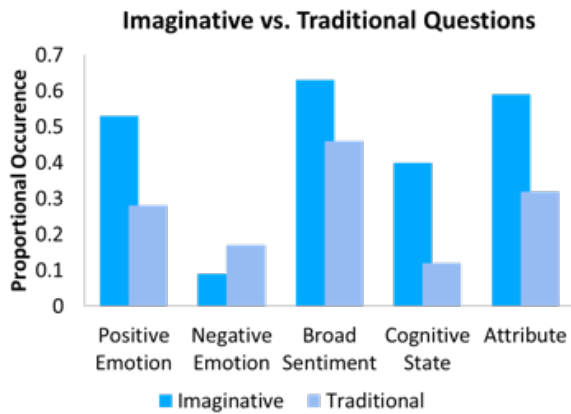


Figure 1

© 2017 Decooda International Inc. All rights reserved. Decooda®, the Decooda logo, and the names and marks associated with Decooda's products are trademarks of Decooda and / or its affiliates. Net Promoter, Net Promoter Score, and NPS are registered trademarks of Bain & Company, Inc., Fred Reichheld, and Satmetrix Systems, Inc. All other trademarks are the property of their respective companies.

## About Decooda

Decooda delivers the facts that inspire every level of an organization to embrace a culture of aligning to the needs of the customer to understand each customer's state-of-mind in real-time.



© 2017 Decooda International Inc. All rights reserved. Decooda®, the Decooda logo, and the names and marks associated with Decooda's products are trademarks of Decooda and / or its affiliates.

[DECOODA.COM](http://DECOODA.COM)