



Perception data in the real world

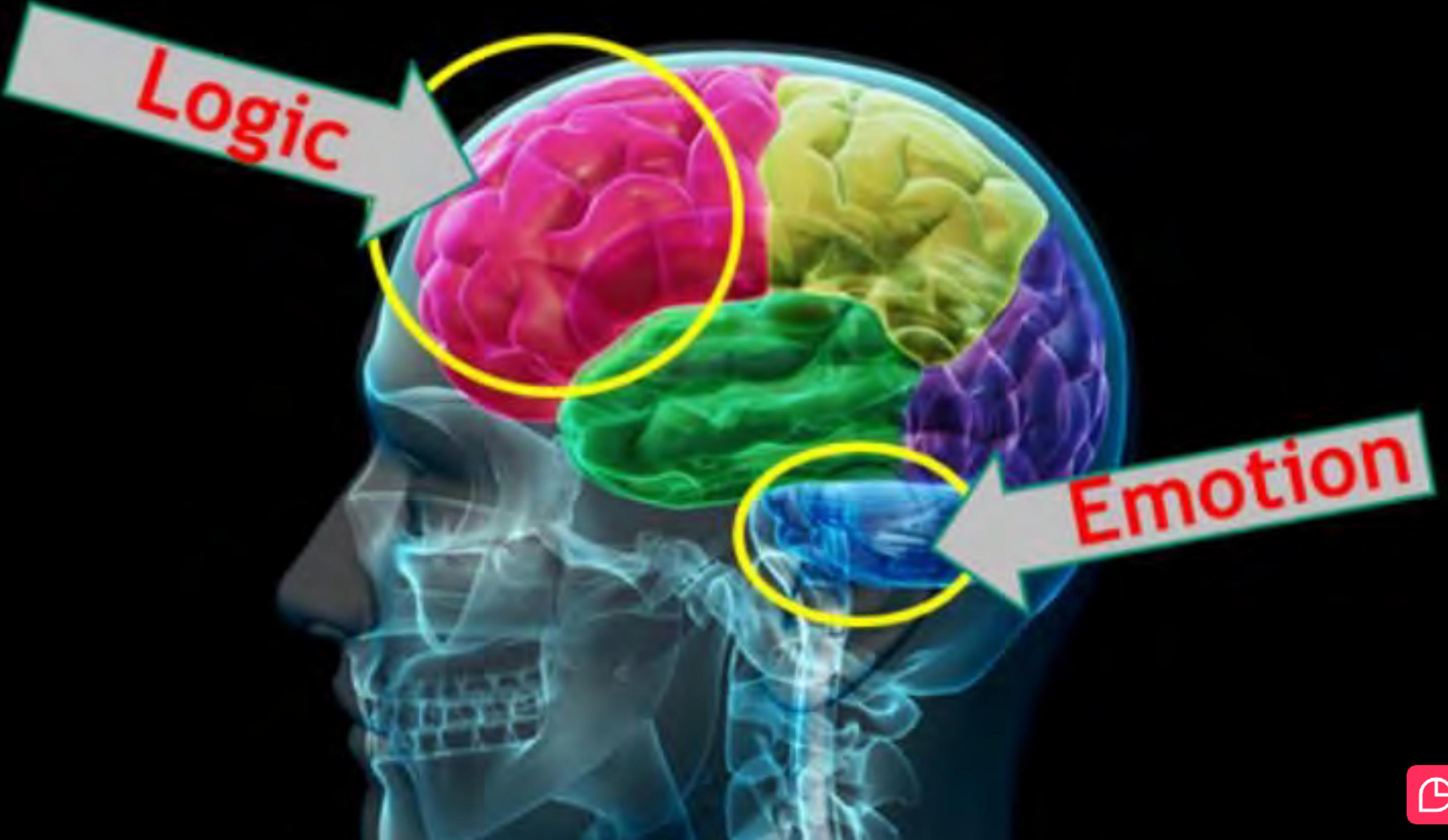






Logic

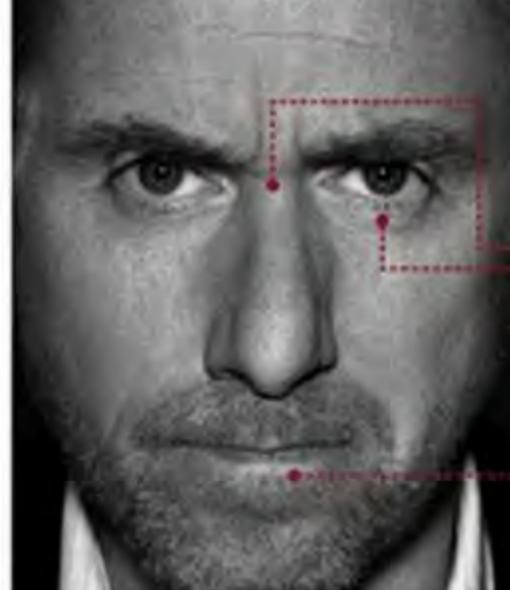
Emotion





sadness

- ① drooping upper eyelids
- ② losing focus in eyes
- ③ slight pulling down of lip corners



anger

- ① eyebrows down and together
- ② eyes glare
- ③ narrowing of the lips



happiness

- A real smile always includes:
- ① crow's feet wrinkles
 - ② pushed up cheeks
 - ③ movement from muscle that orbits the eye



disgust

- ① nose wrinkling
- ② upper lip raised



surprise

- Lasts for only one second:
- ① eyebrows raised
 - ② eyes widened
 - ③ mouth open



fear

- ① eyebrows raised and pulled together
- ② raised upper eyelids
- ③ tensed lower eyelids
- ④ lips slightly stretched horizontally back to ears



Innovation in real life



CX of the future should
be designed like a Disney
or Pixar movie



Affordable

Scalable

Easy to implement

Easy to understand & use





55%



202%



21%



The biggest **frustrations** amongst customers

1. Arrogant and rude staff
2. Long queues / waiting times
3. Dirty toilets & environments
4. Lack of personnel to help during busy periods
5. Machines or products that are not working
6. A big mess

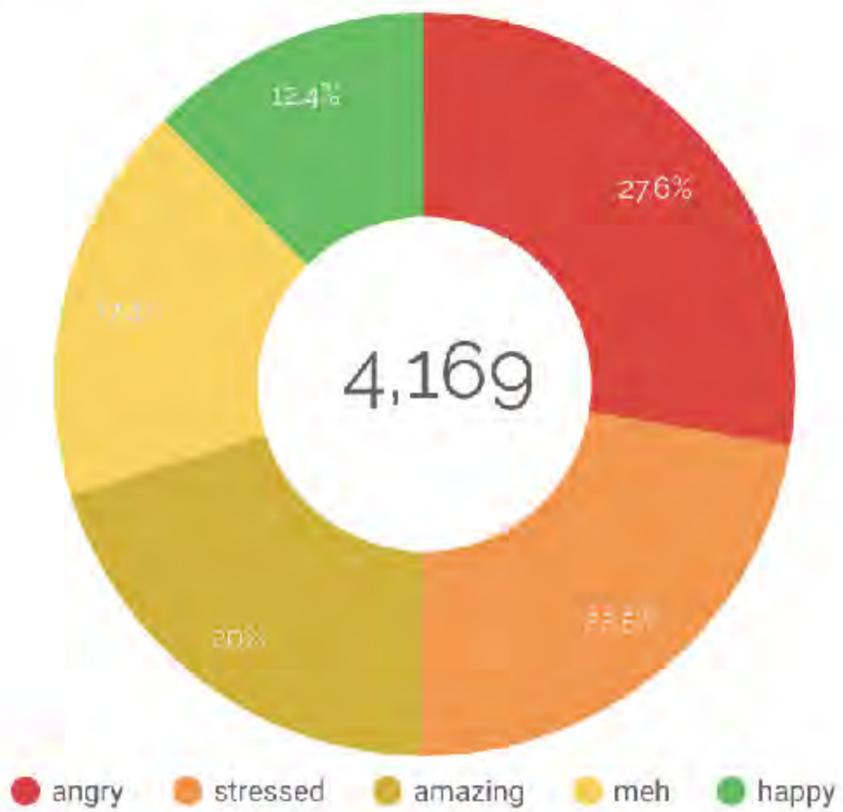


**How is
your day?**

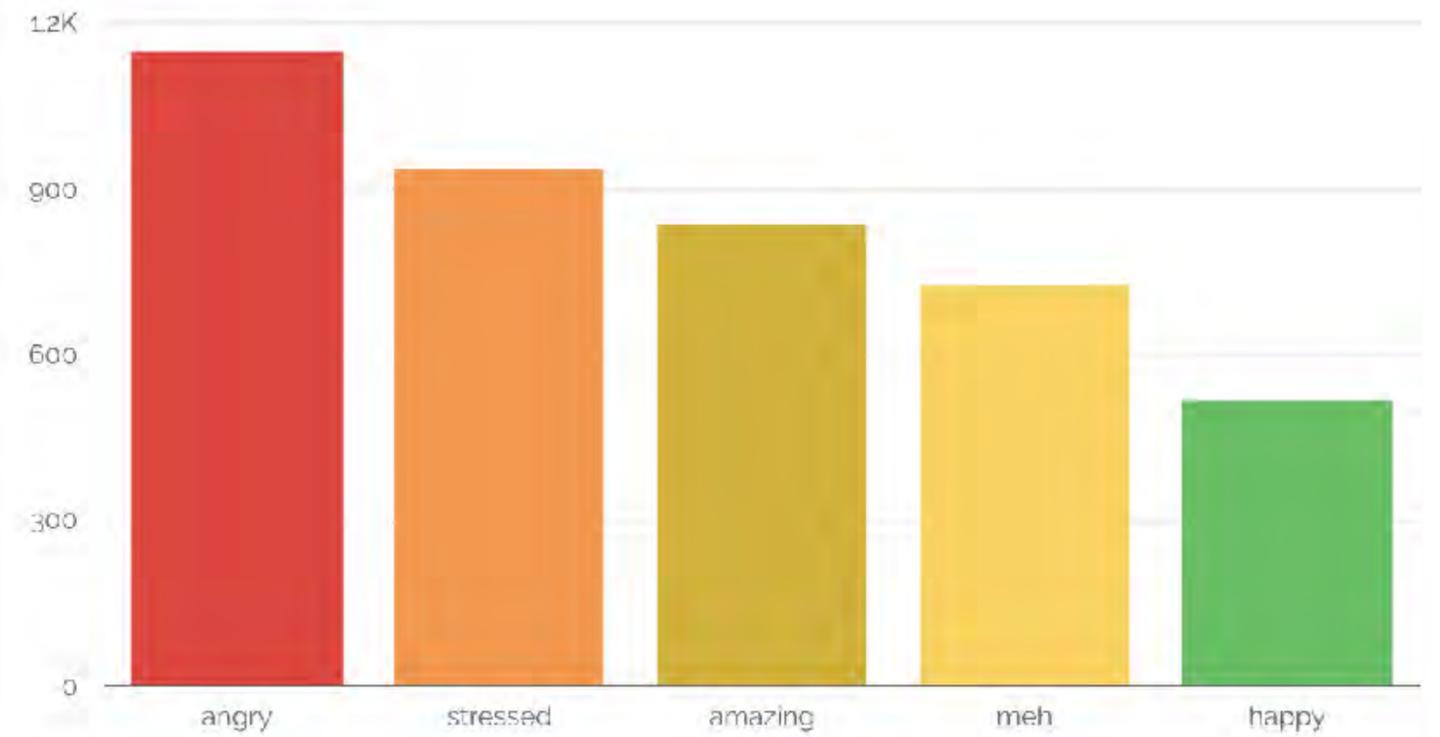
TRYLIKES 



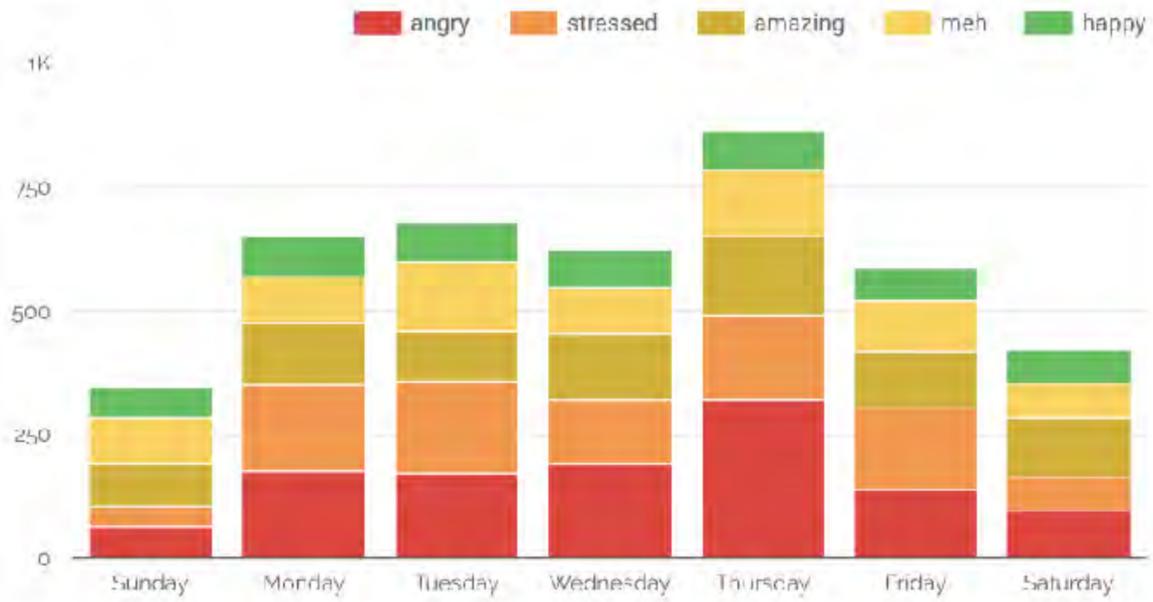
How do you feel today?



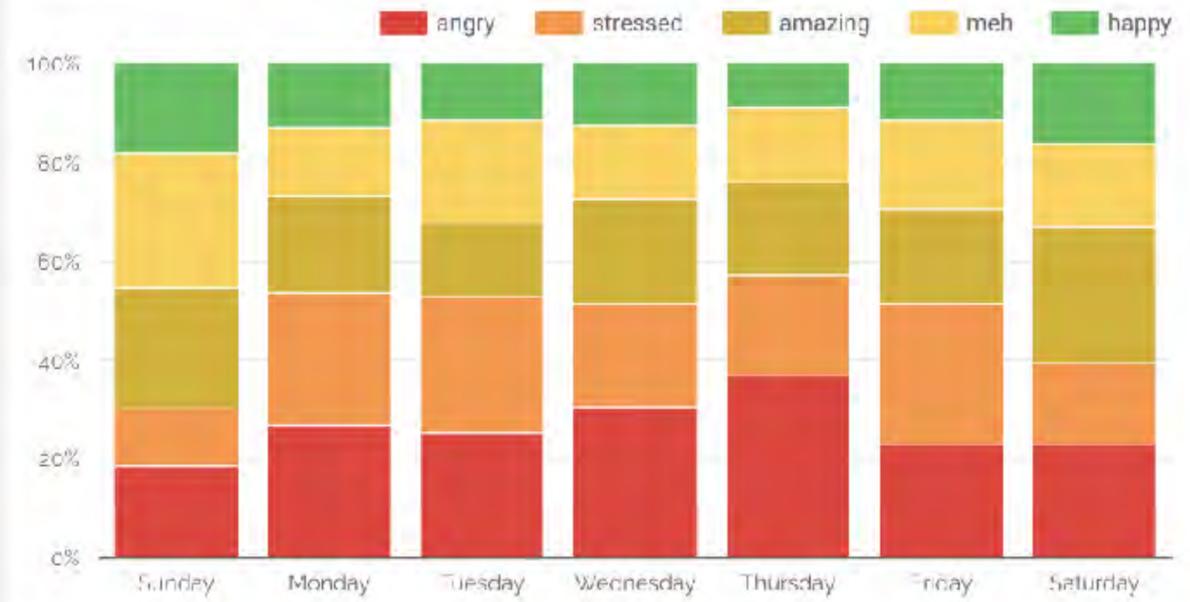
SCORE



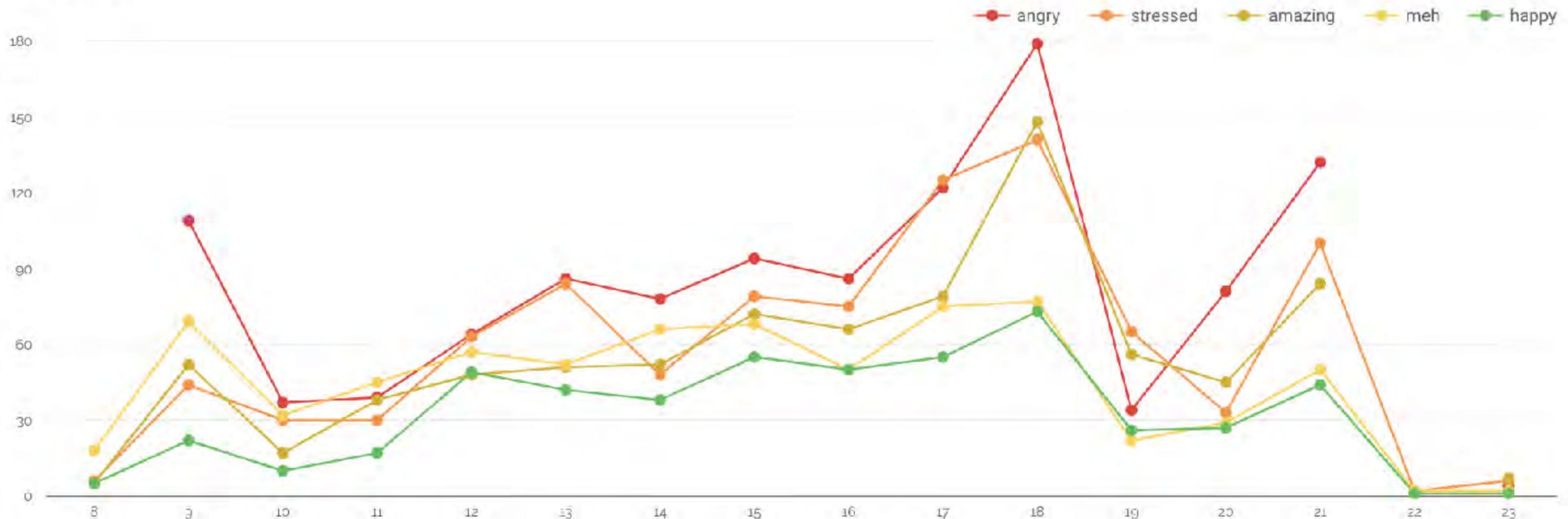
DAYS



DAYS



HOURS









POWERRRRR

PRESS

PROTECTION







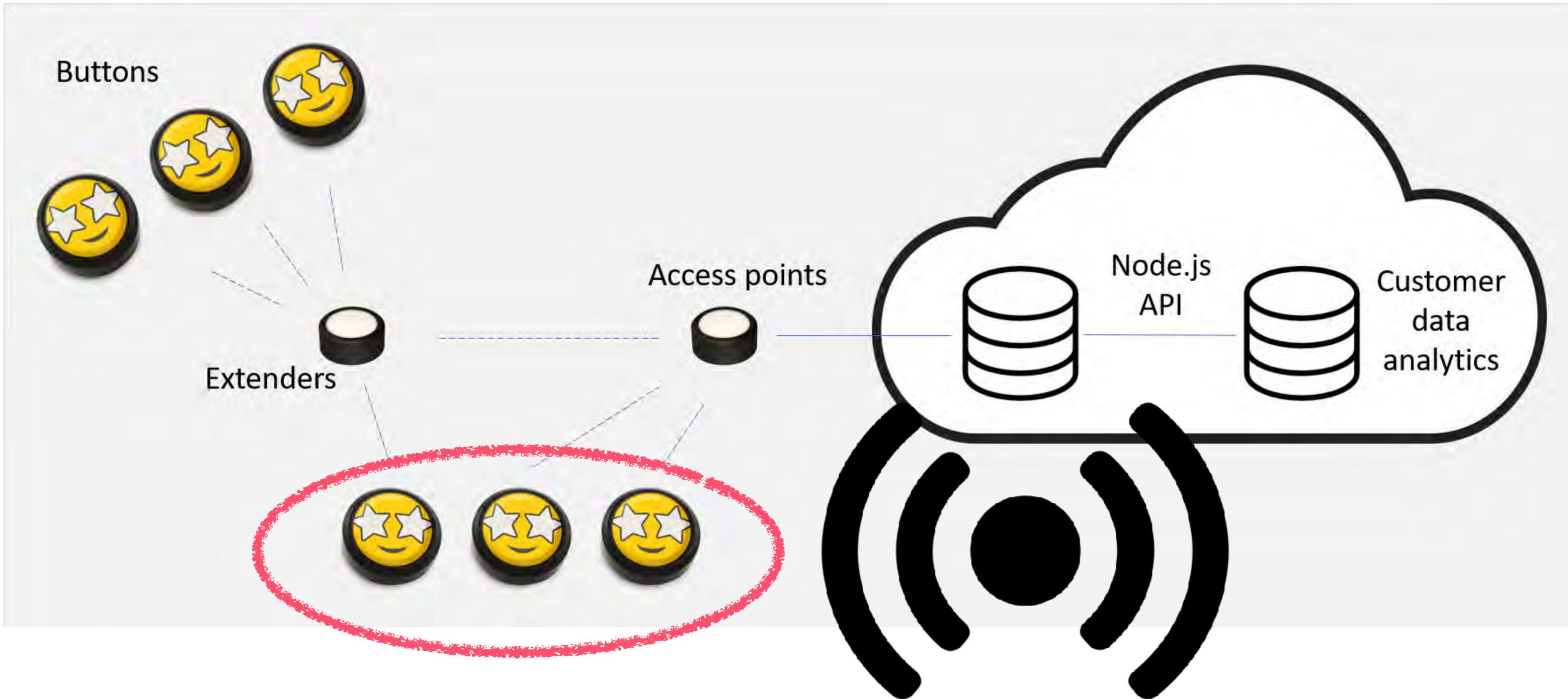


TryLikes now

Fill toilet paper at
Womens toilet
Floor 3

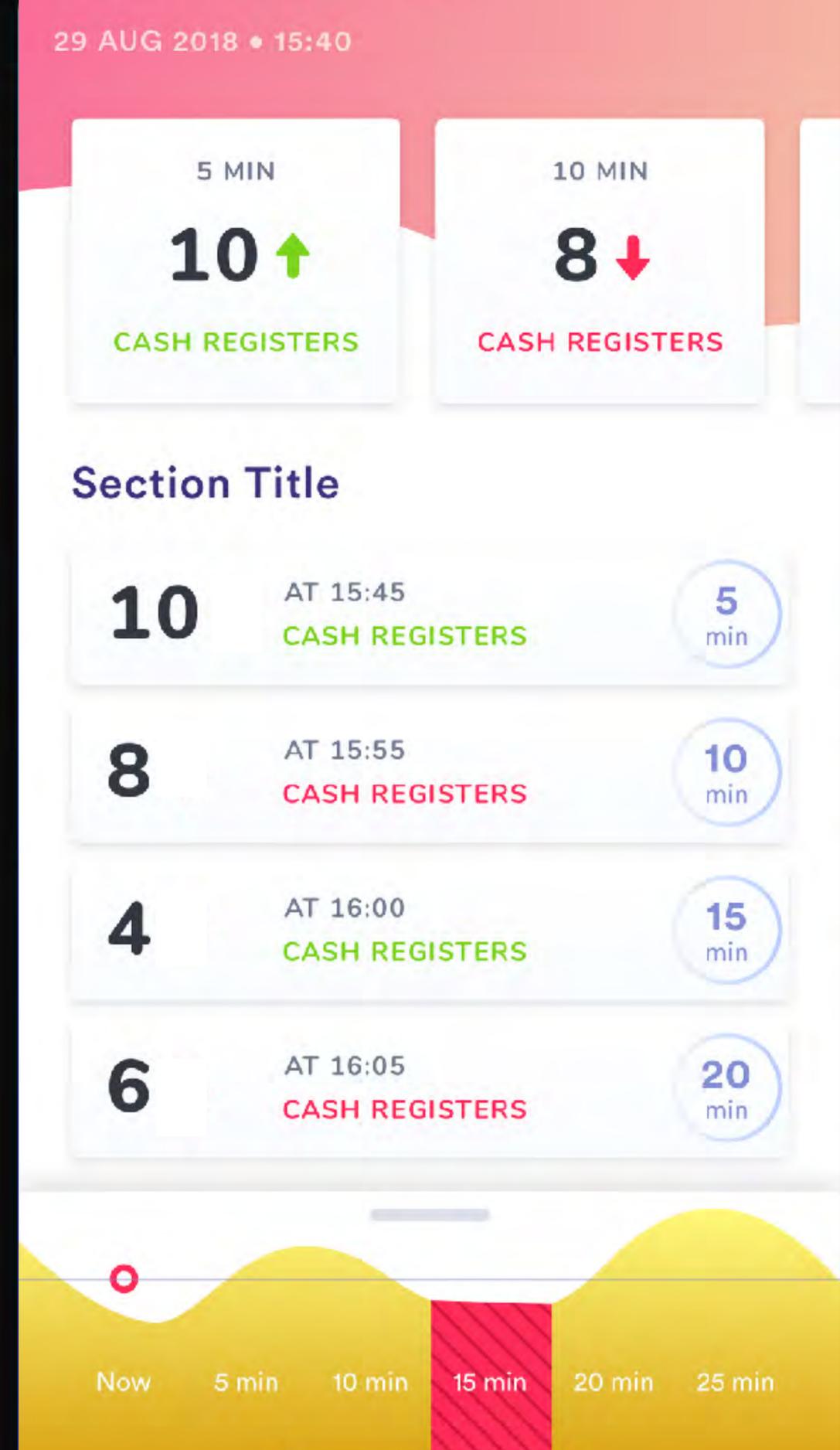
slide to view







Predictions



5 MIN
10 ↑
CASH REGISTERS

10 MIN
8 ↓
CASH REGISTERS

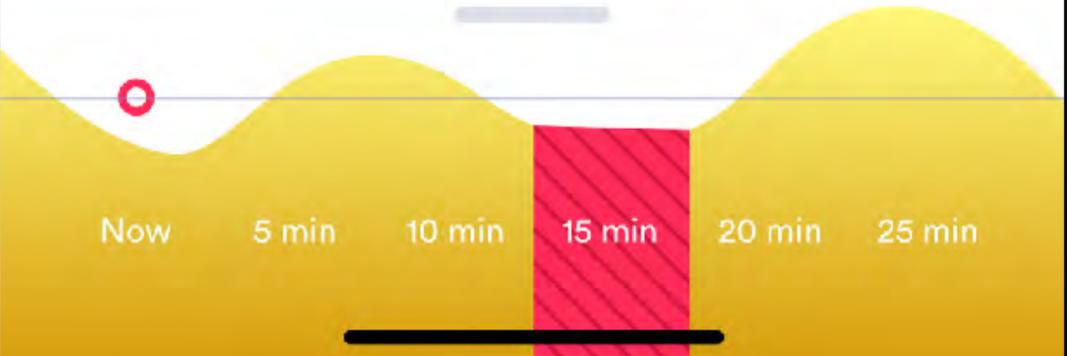
Section Title

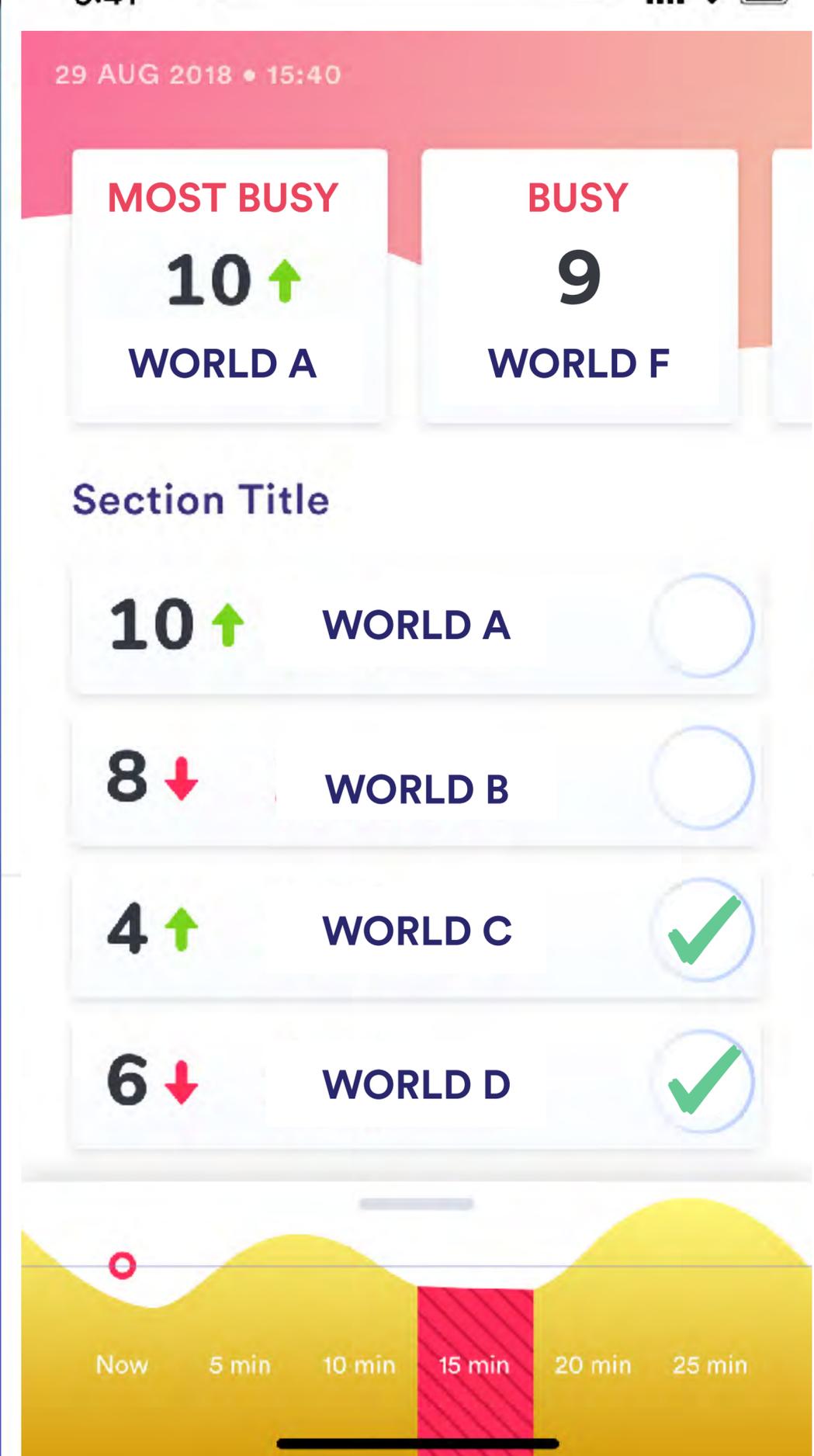
10 AT 15:45
CASH REGISTERS **5** min

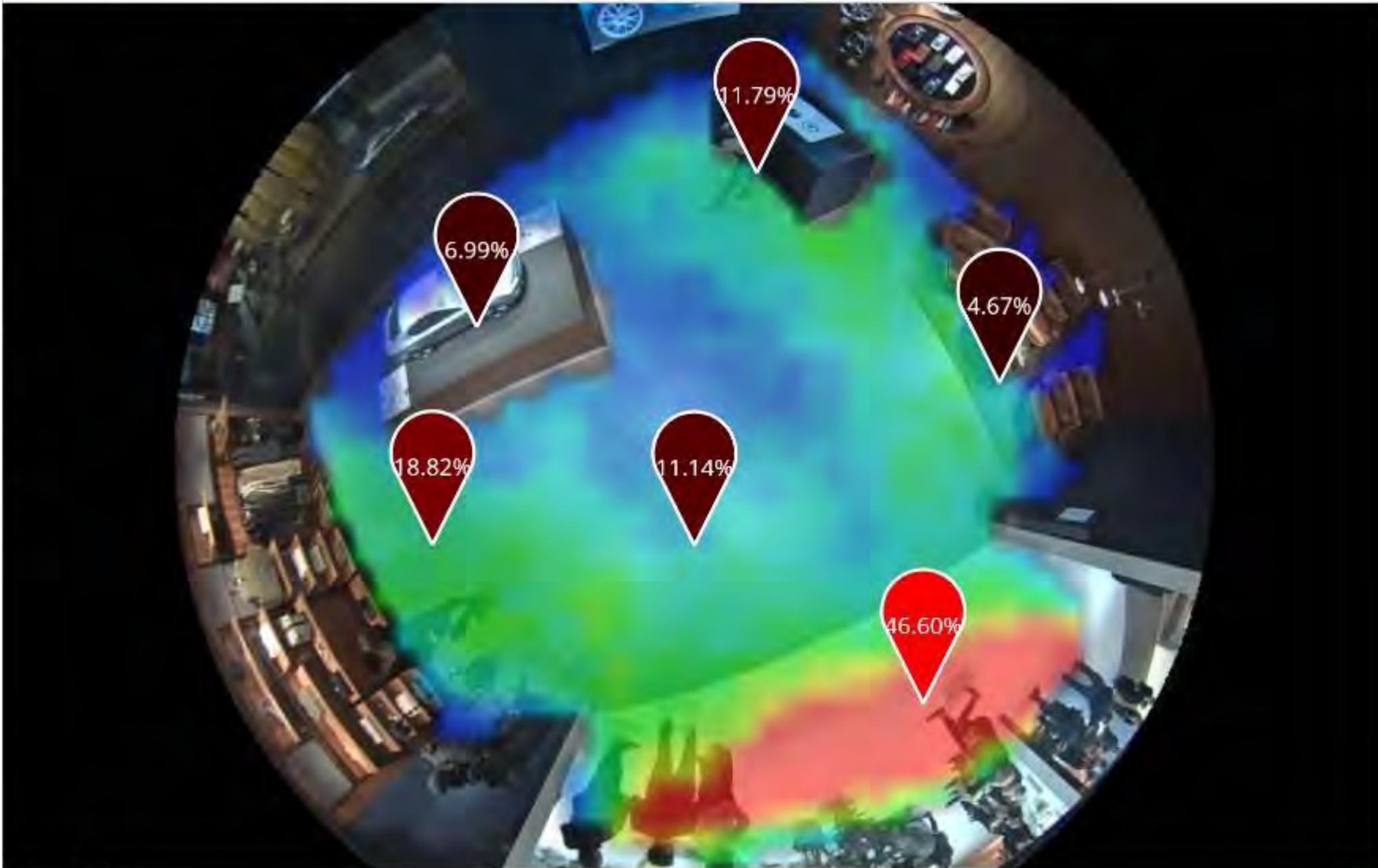
8 AT 15:55
CASH REGISTERS **10** min

4 AT 16:00
CASH REGISTERS **15** min

6 AT 16:05
CASH REGISTERS **20** min







Map Metrics



Stops

1.722



Stop Time

14d



Avg. Stop Time

12m

Pin Metrics

	Activity	Stops	Stop Time	Avg. Stop Time	Activity/Stops
Fashion	18.82%	241	3d	19m	1.227
Car	6.99%	153	28h	11m	2.096
Configurator	11.79%	146	43h	18m	1.187
New Zone	4.67%	77	24h	19m	1.581





Veggies End Cap
Avg. Stop Duration
: 9s

Veggies End Cap
Dwell : 37h

Veggies End Cap
Passed : 17.790

Veggies End Cap
Stopped : 12.311



24-2018 Fri 13:53:56





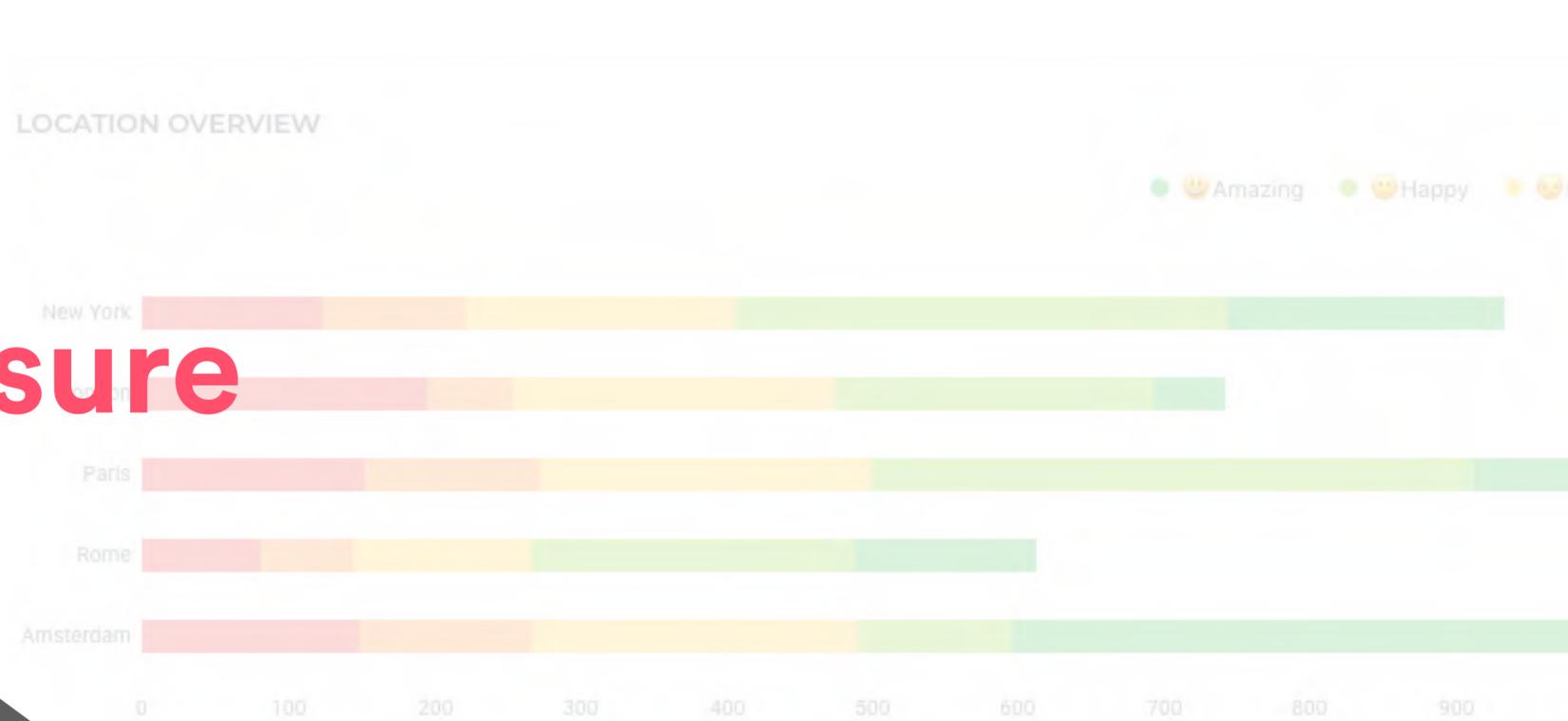
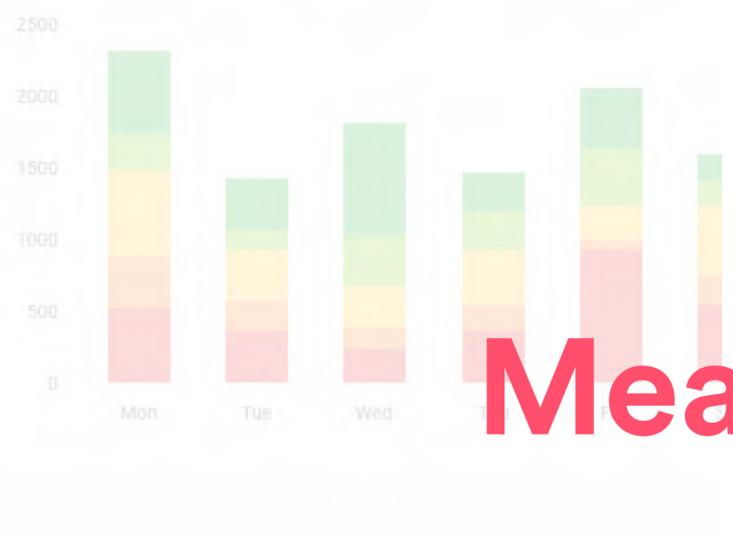
TryLikes now



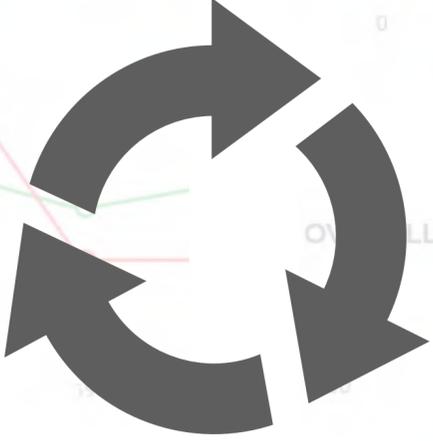
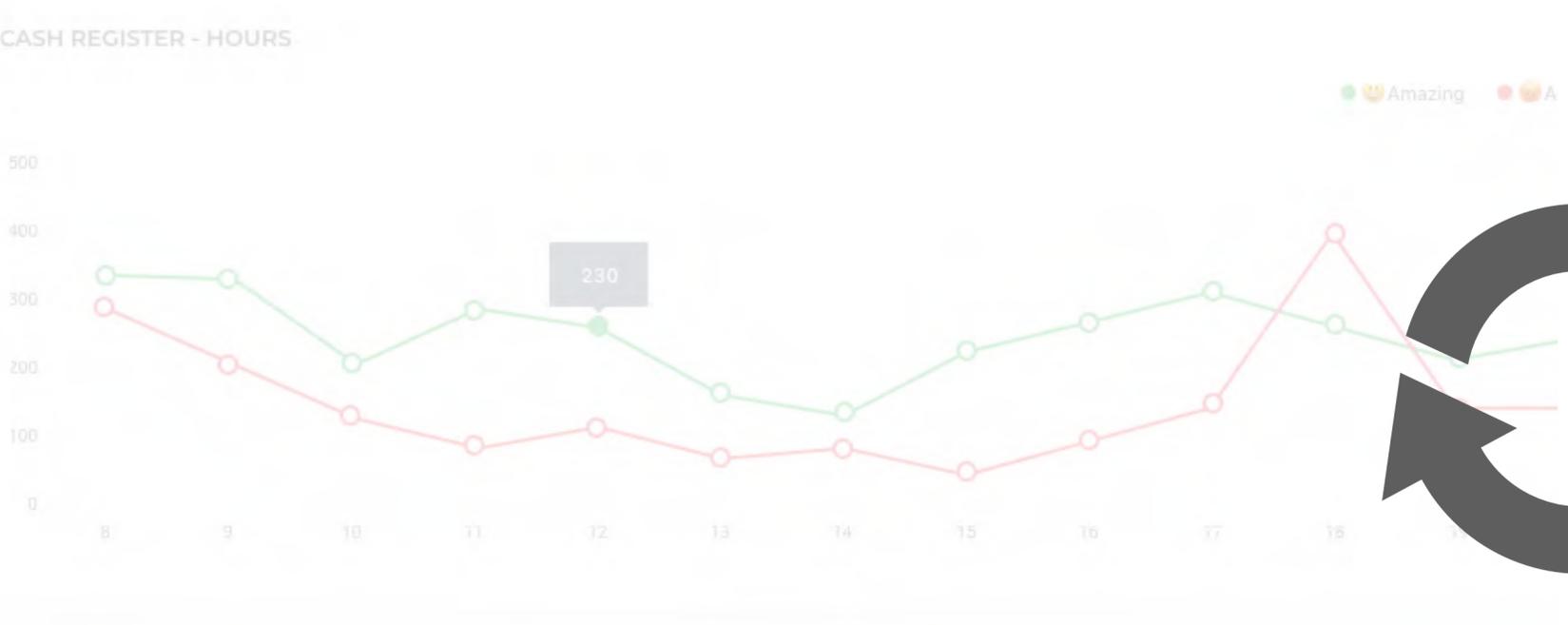
Fill Ice Tea Lemon
Aisle 5 - Shelf 3

slide to view

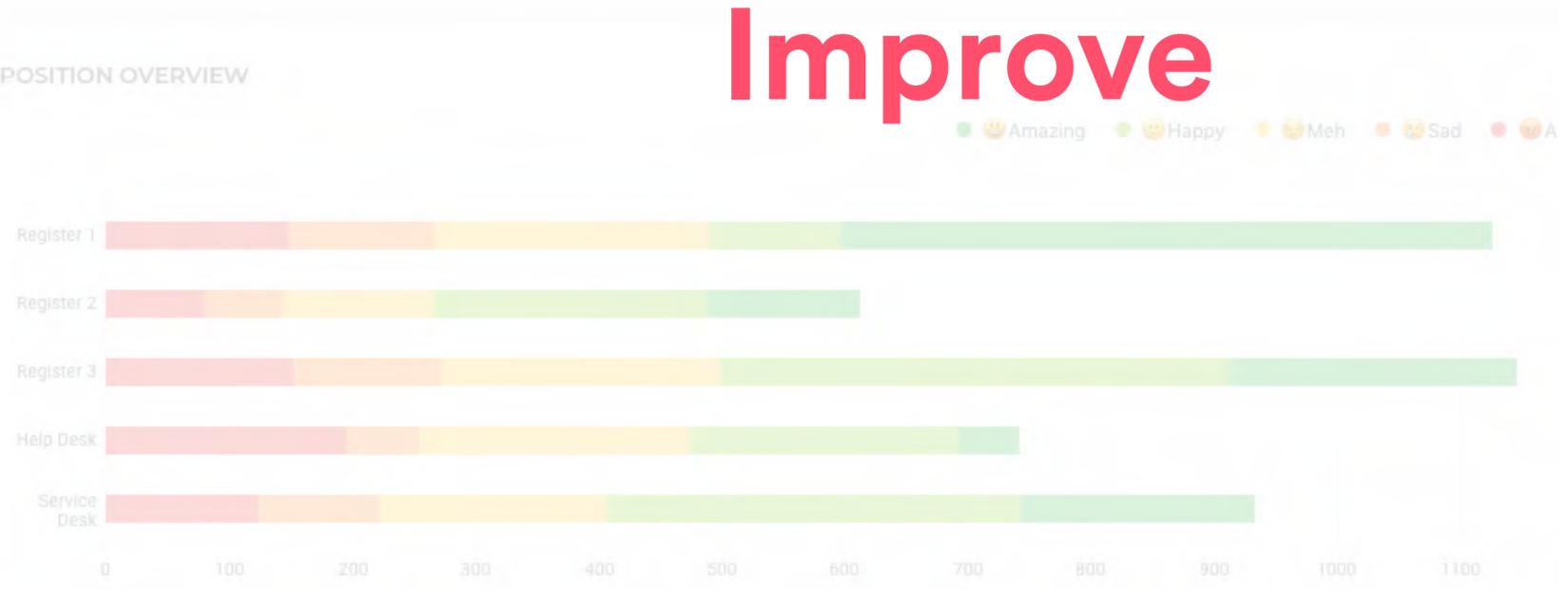




Measure



Learn



Improve



**The better we get at getting better,
the faster we will get better.**

Douglas Engelbart





Janneke van den Heuvel

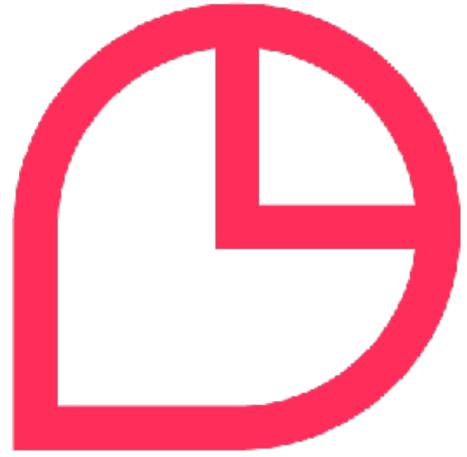
Co Founder | TryLikes | Real-time VoC | Customer &
Employee Experience | Journey | Feedback | Data | Ai | IoT

Amsterdam Area, Netherlands



www.trylikes.com





TryLikes BUTTONS

Stop guessing. Start measuring.

