



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

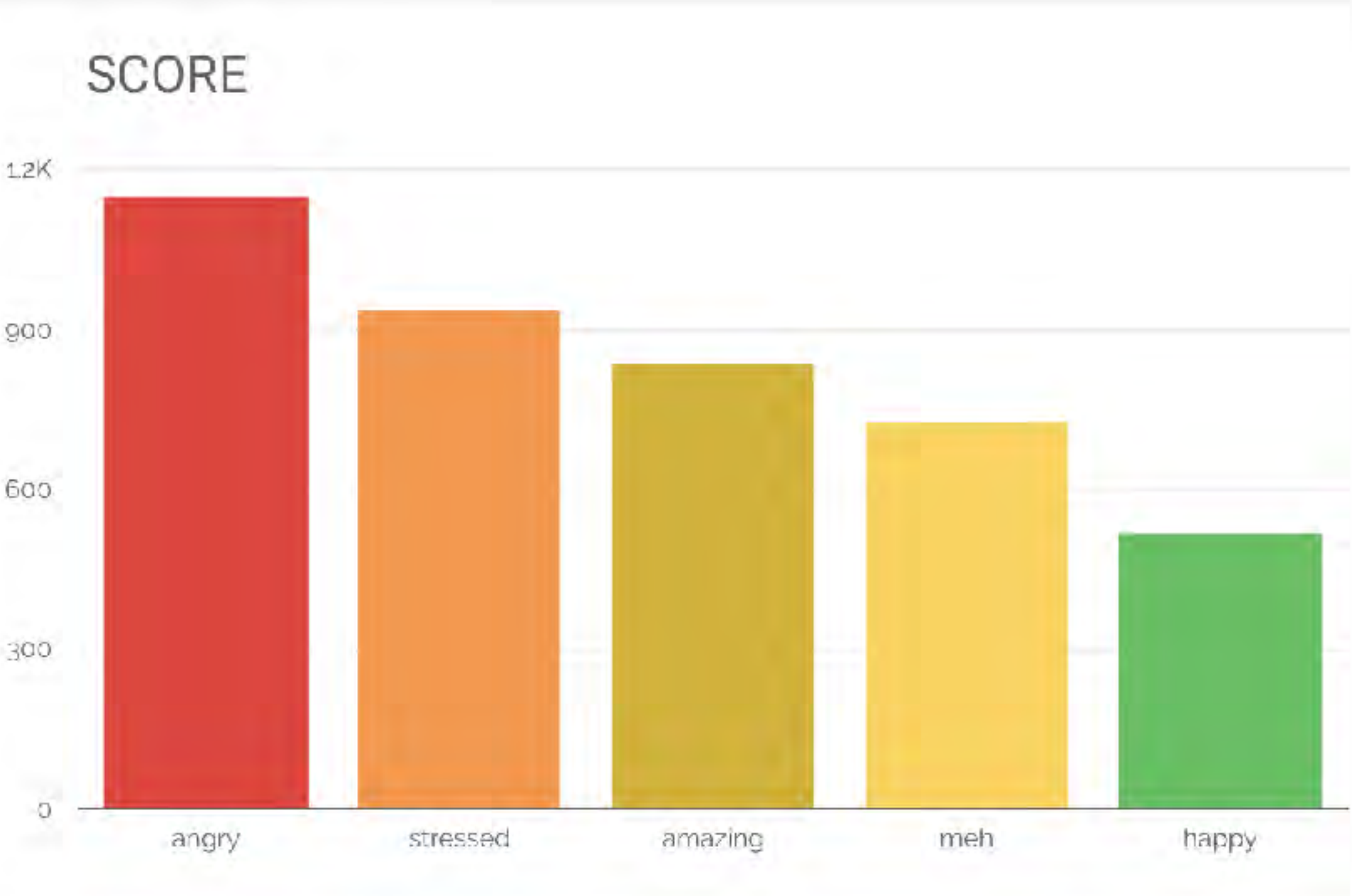


**How is
your day?**

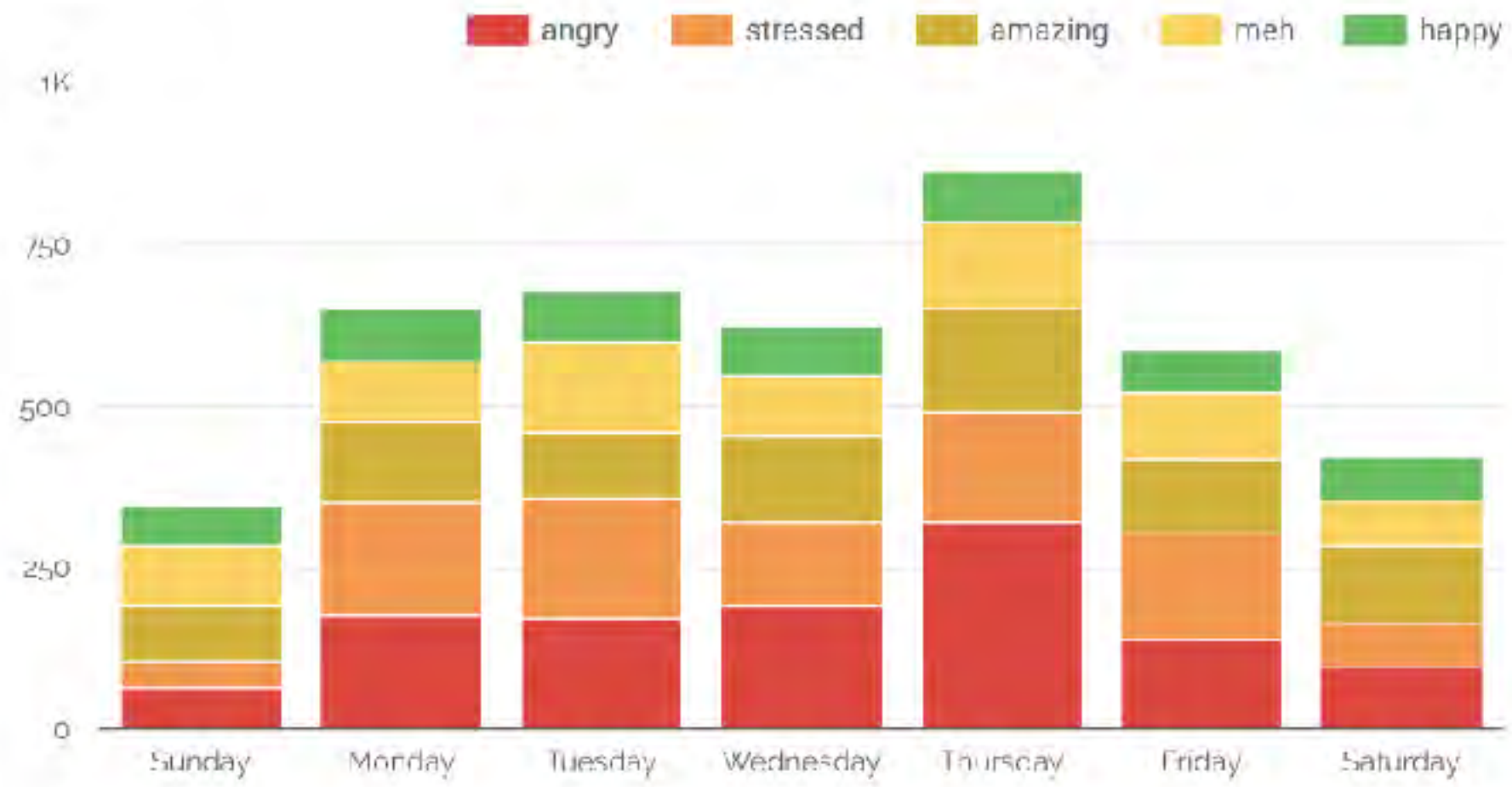
TRYLIKES 



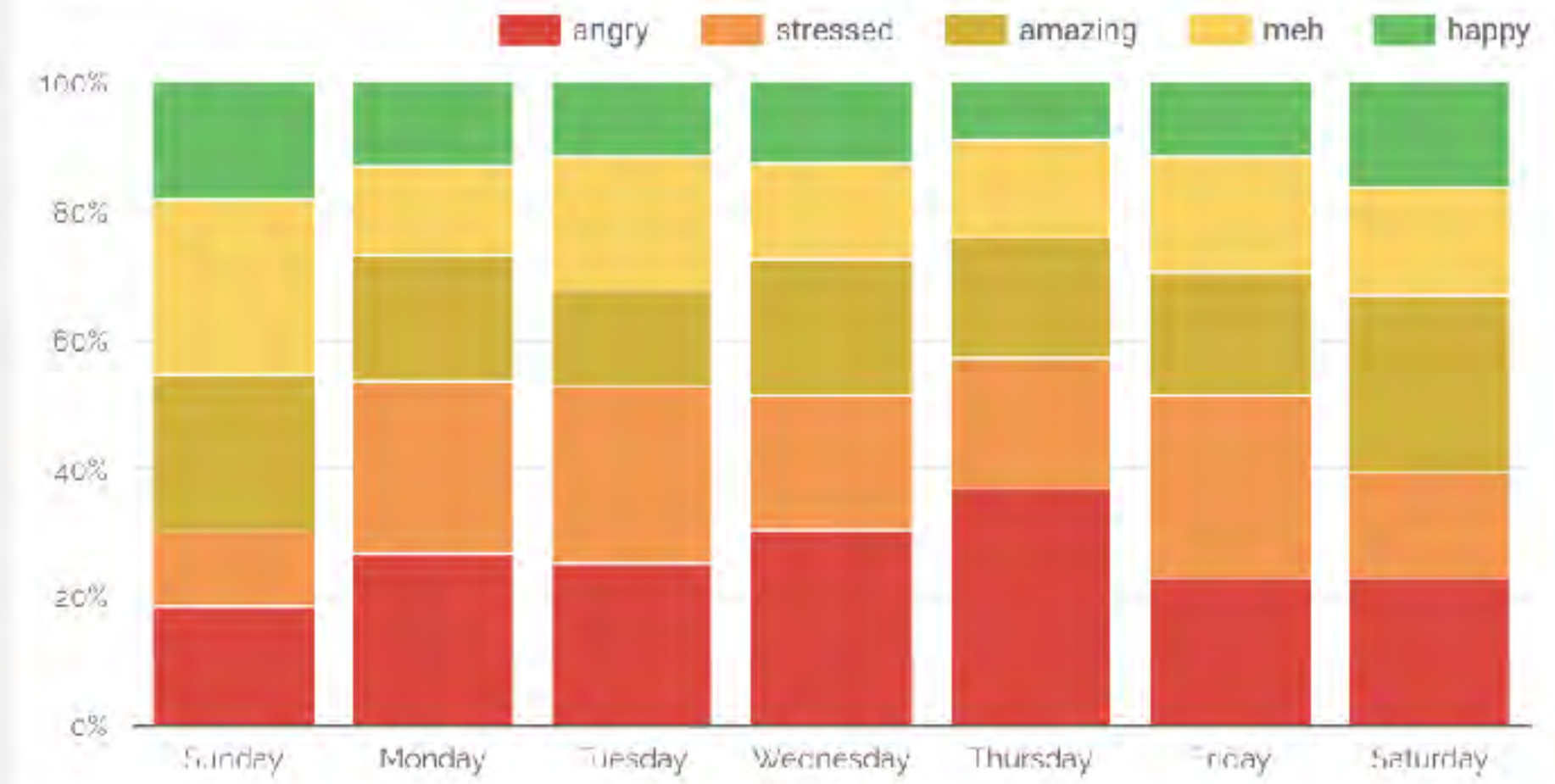
How do you feel today?



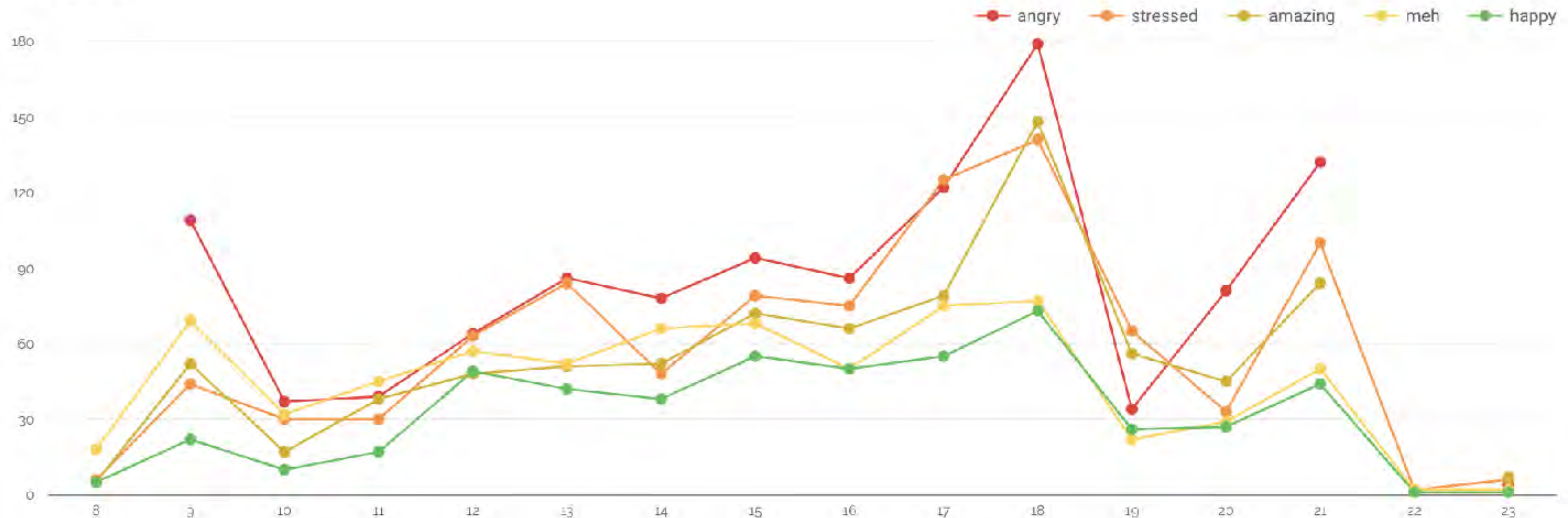
DAYS



DAYS



HOURS









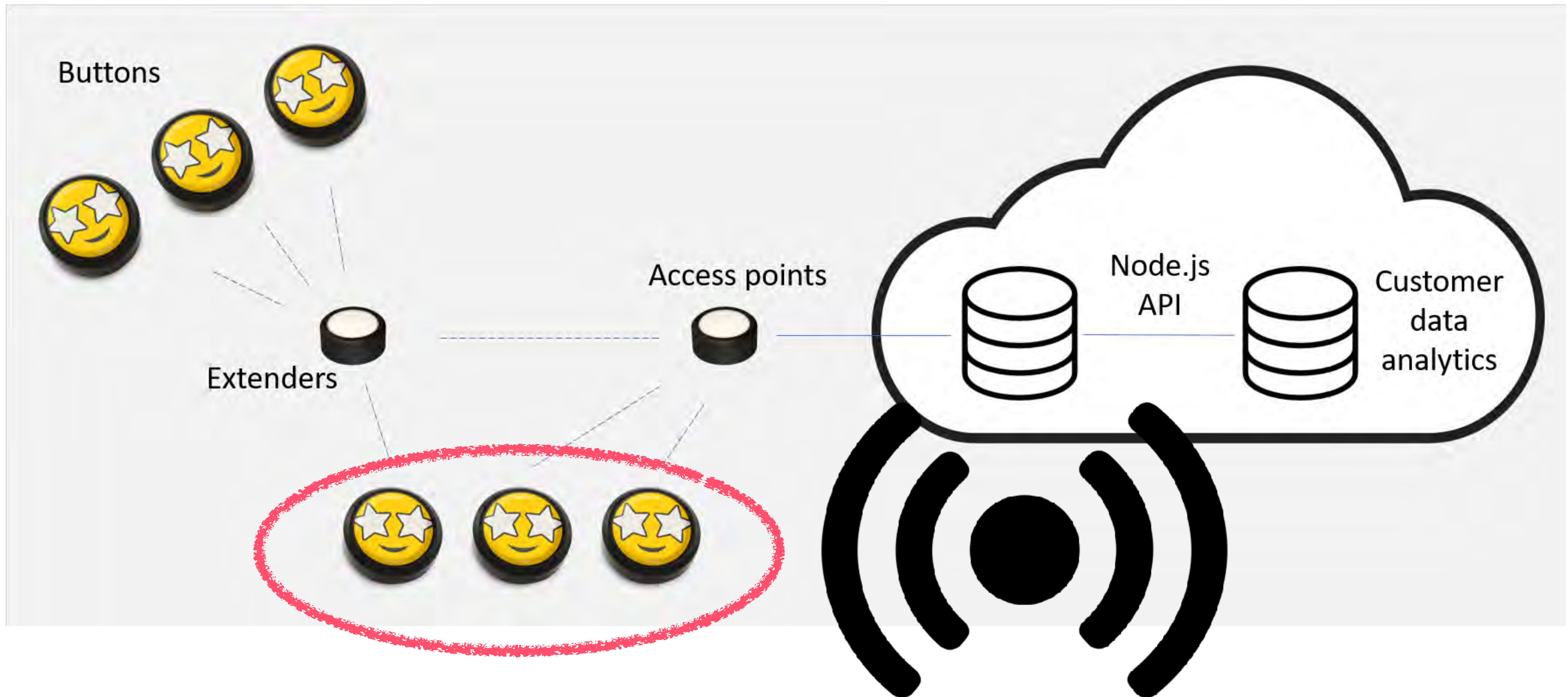
POWERRRRR
PRESS
PROTECTION

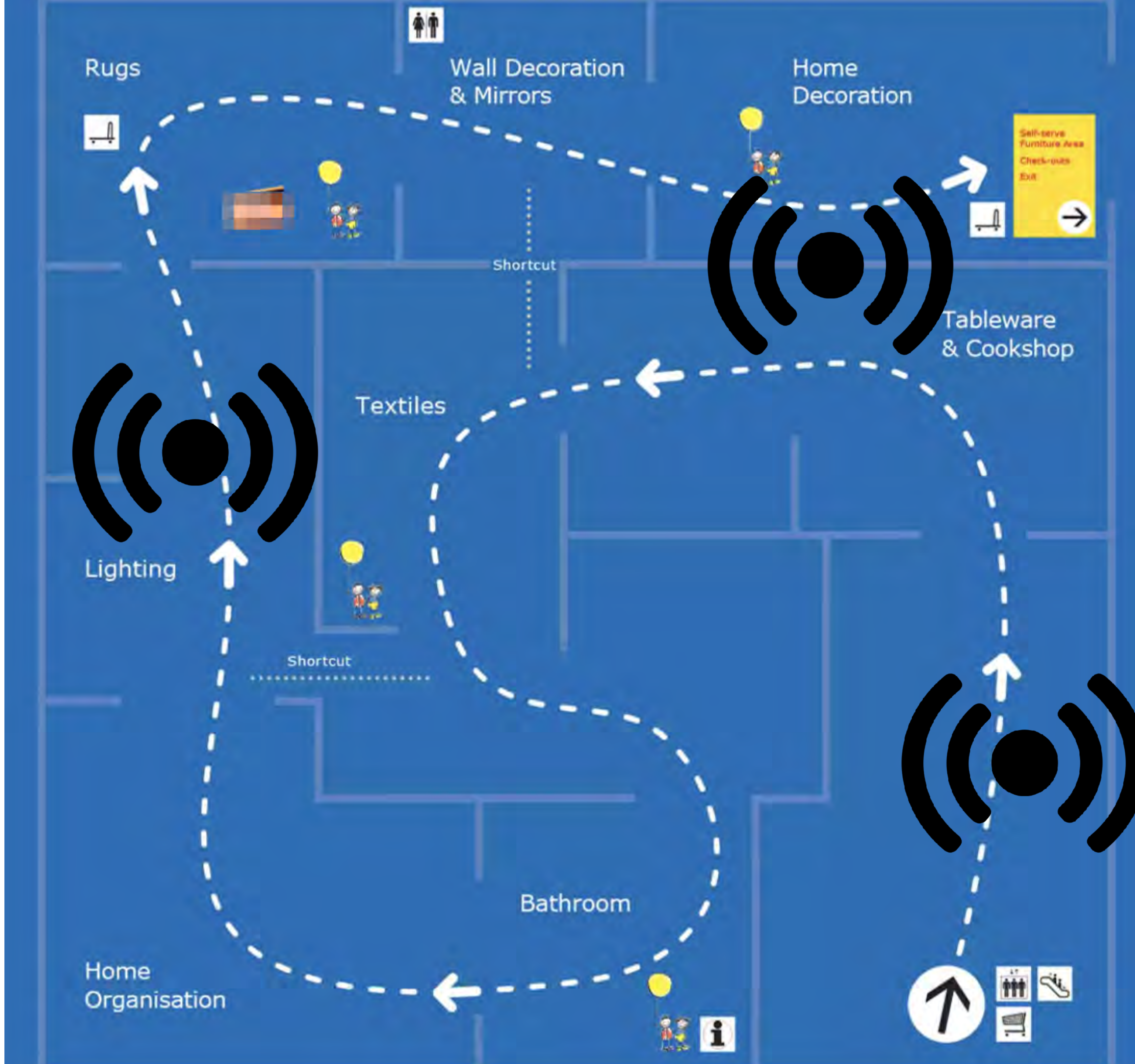




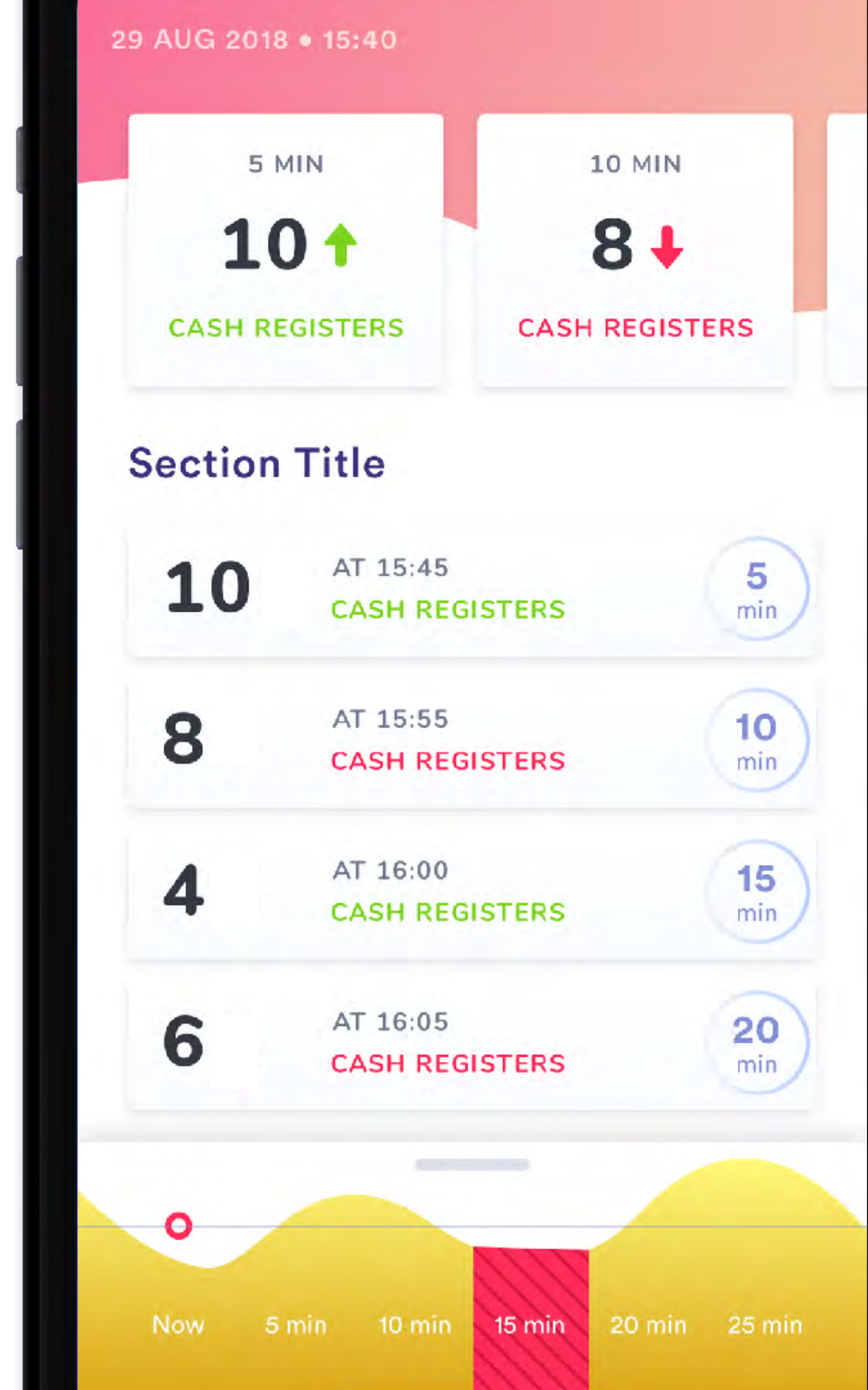








Predictions



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



Now

5 min

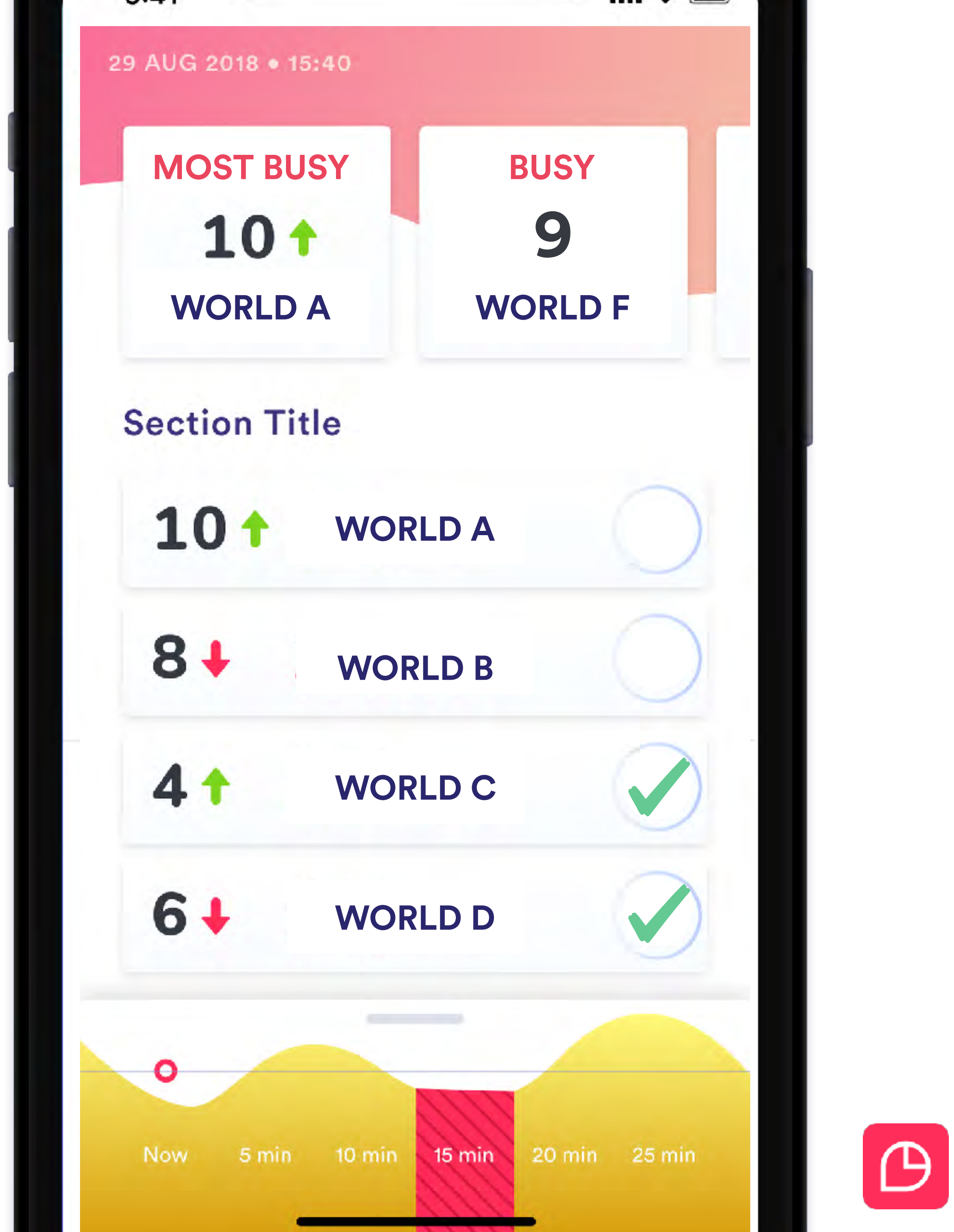
10 min

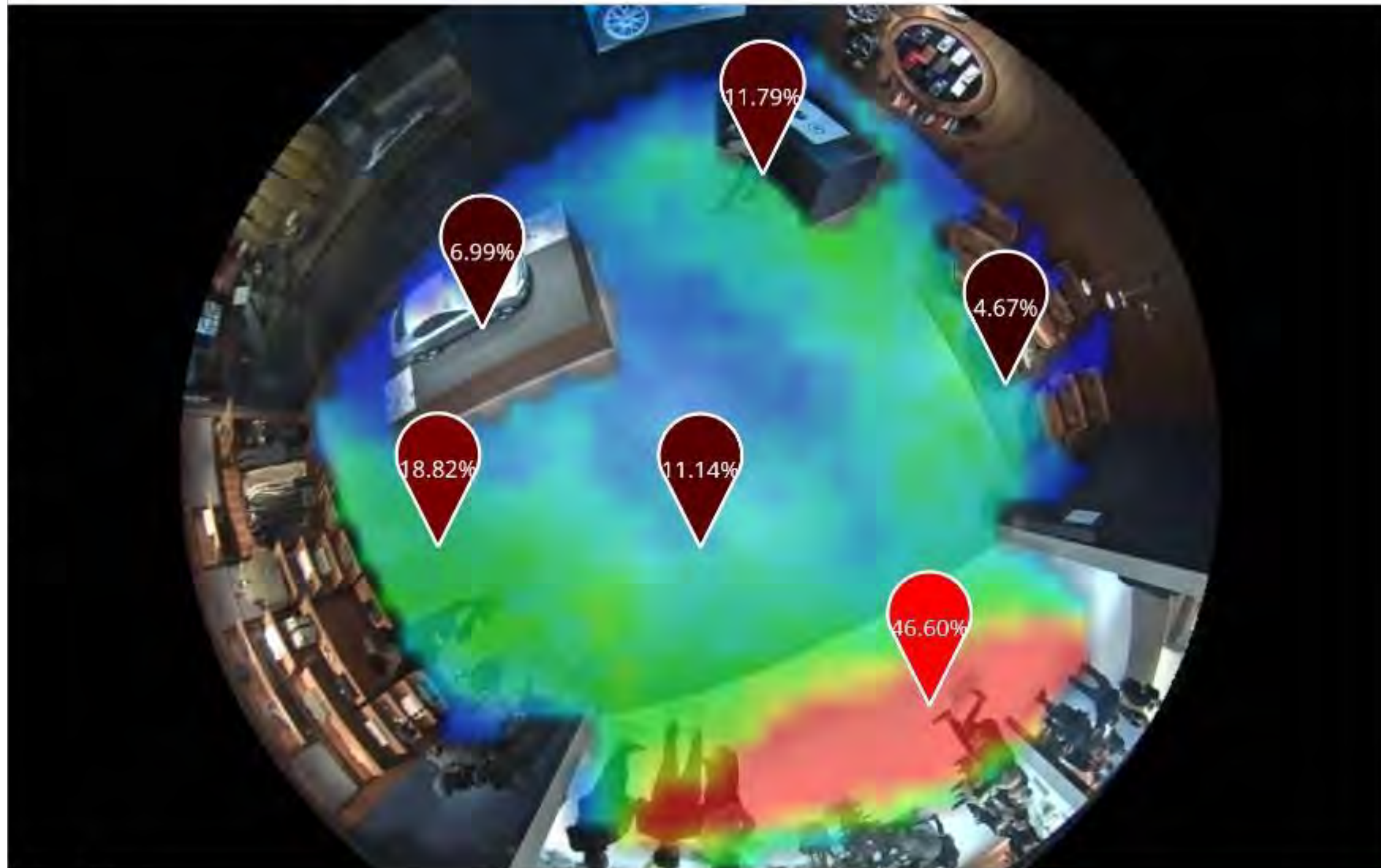
15 min

20 min

25 min







Map Metrics			Pin Metrics				
Stops	Stop Time	Avg. Stop Time	Activity	Stops	Stop Time	Avg. Stop Time	Activity/Stops
1.722	14d	12m	Fashion	18.82%	241	3d	1.227
			Car	6.99%	153	28h	2.096
			Configurator	11.79%	146	43h	1.187
			New Zone	4.67%	77	24h	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



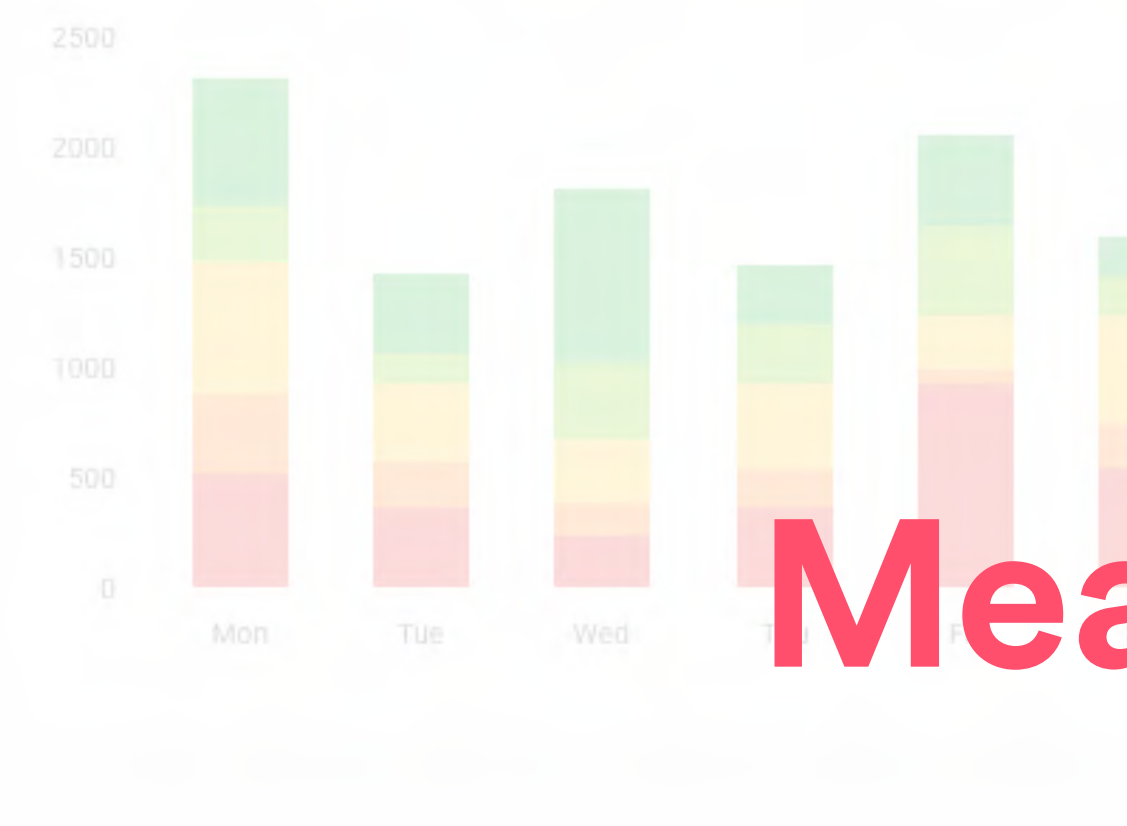


 TryLikes now

Fill Ice Tea Lemon
Aisle 5 - Shelf 3

slide to view

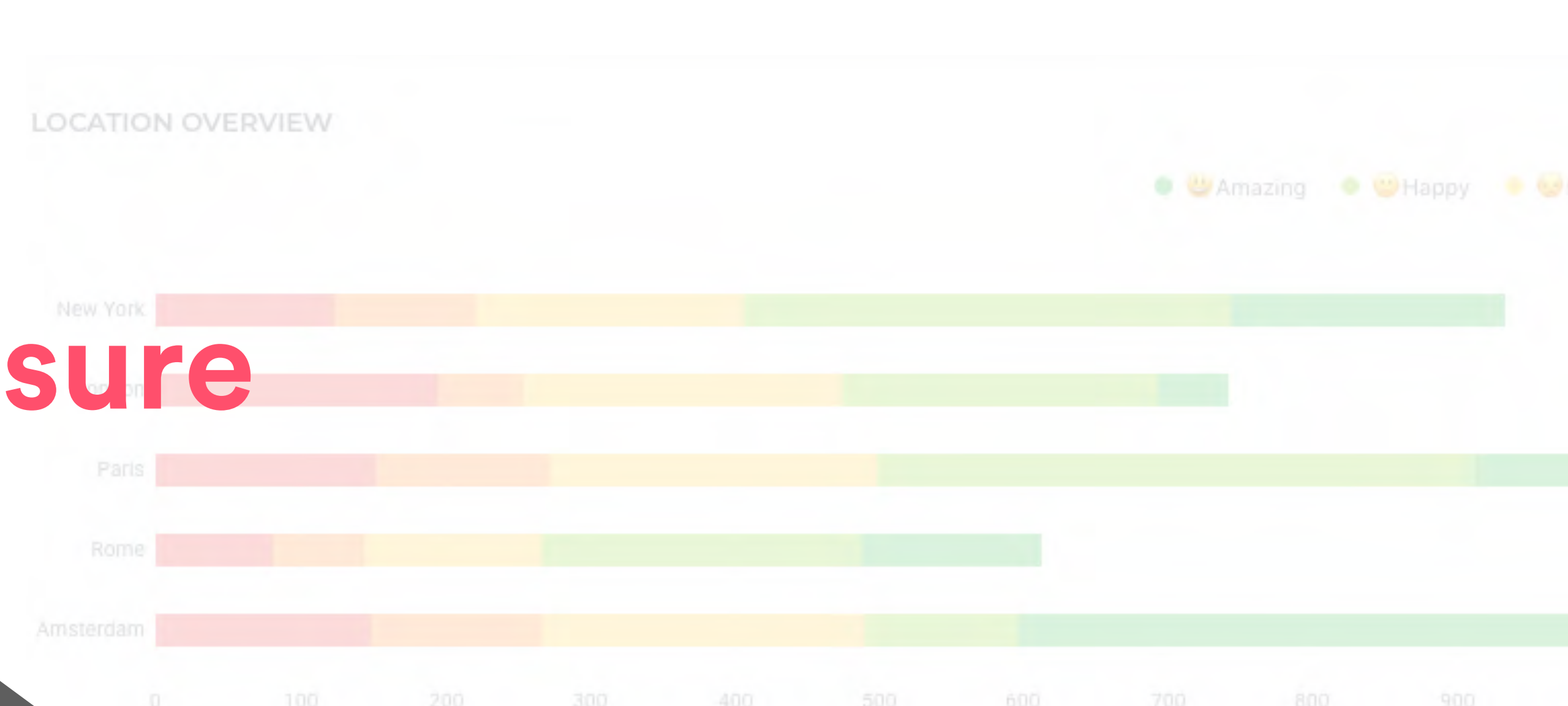
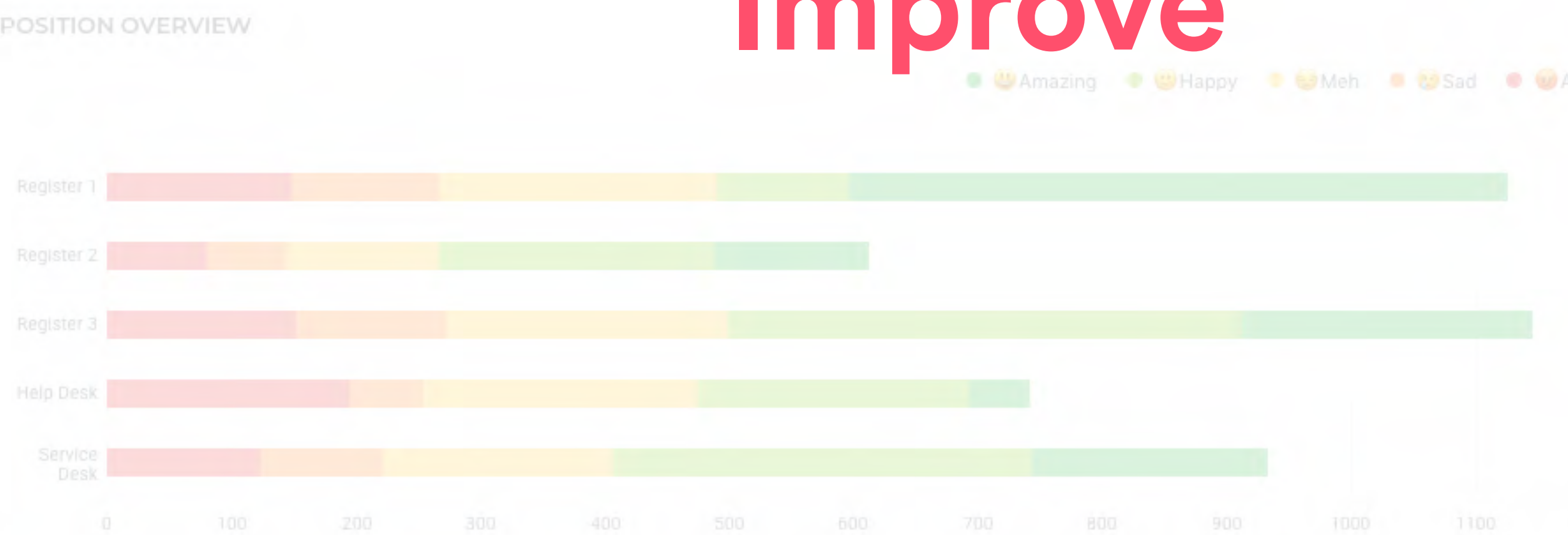




Measure



Improve



Learn



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

Douglas Engelbart





Janneke van den Heuvel

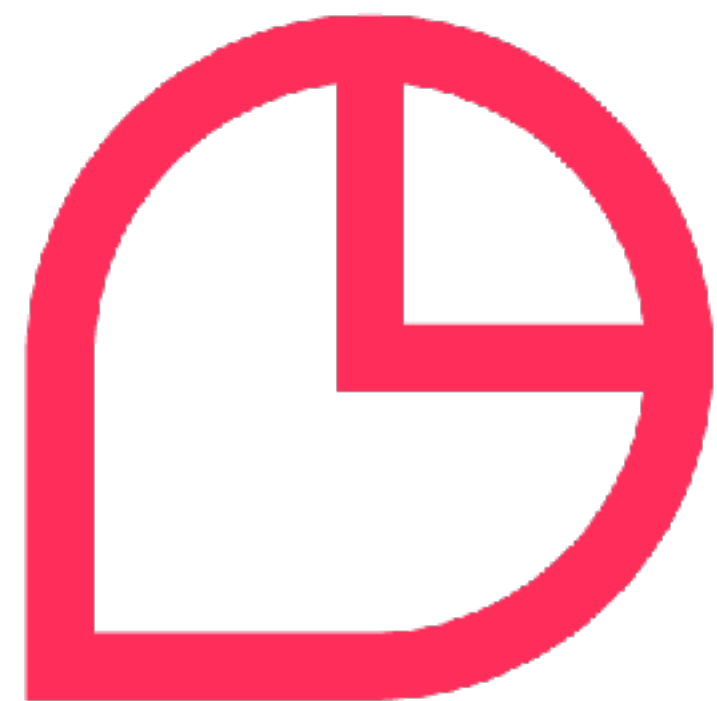
Co Founder | TryLikes | Real-time VoC | Customer &
Employee Experience | Journey | Feedback | Data | Ai | IoT

Amsterdam Area, Netherlands



www.trylikes.com





TryLikes BUTTONS

Stop guessing. Start measuring.

