

Empathy Analytics™ for Sustainability: Turnkey Solution and Agile Process (Max 4 Weeks)

Collecting Data from Employees and Customers



Online surveys or panels with the scientific emotion model^{1,2}.

Preformed surveys, easy to ask:

- Three questions (ESG factors)
- “How do you feel about the sustainability of “company” in the context of environment, people, and governance?”

Easy to answer:

- 20 emotions or “no emotion”
- Strength levels of emotions
- Reasons behind emotions
- Background variables

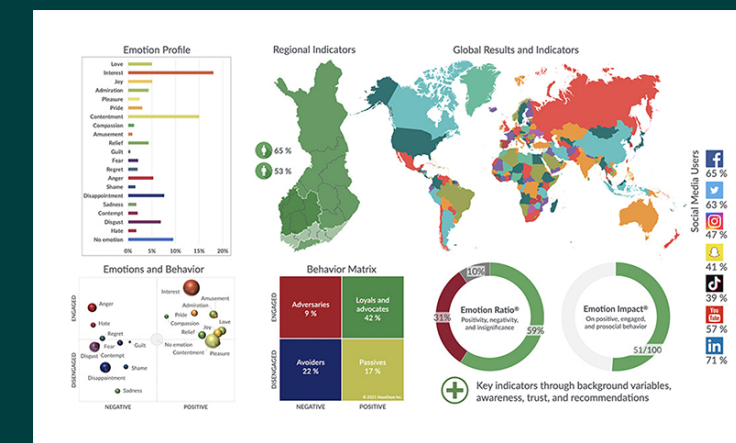
Analyzing Data and Free-Form Responses



Combining quantitative data and qualitative responses in the scientific algorithm^{1,2,3} and analytics:

- Emotions and their intensities
- Root causes behind emotions
- Impact on employee and customer behavior
- Influence on business

Reporting and Reviewing the Results



Intuitive infographics and extensive visual reports:

- ESG snapshots with insights into critical questions
- Emotion profiles
- Emotion and behavior matrices
- Emotion Ratio™ indicators
- Emotion Impact™ indicators
- Key results through background variables

Reviewing results together in an online meeting.

Missing Piece for Decisions – Actions and Communications

[1] Based on the scientific research conducted by the University of Geneva.

[2] Scherer, K.R., Fontaine, J.R.J, & Soriano, C. (2013). Components of Emotional Meaning. Oxford University Press.

[3] A scientific algorithm that predicts positive, engaged, and prosocial behavior, developed by NayaDaya Inc.