

# Foviance launches emotional engagement research

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Neurological research provides crucial insight into customer experience from an emotional perspective

London, UK, 19 December 2008 – Foviance, the expert in customer experience, has launched a pioneering new method of measuring customer experience for ecommerce and gaming website visitors.

Electroencephalography (EEG) research provides the means to gather detailed information on a user's emotional relationship to a brand or service.

Neuropsychologists have shown that 85% of decision making happens at a subconscious level. Foviance has also tested and proven emotionally engaging websites to provide higher commercial returns.

EEG involves measuring electrical activity in different parts of the brain in response to certain stimuli. Once the preserve of the clinical lab, Foviance has pioneered the use of EEG in the assessment of user experiences. By recording reactions at different stages of interaction with a website - with emotions ranging from excitement and anticipation through to anxiety and boredom - Foviance can provide detailed and specific site design recommendations that improve customer conversion.

Foviance customers have already started to benefit from EEG. So far, Foviance has analysed the emotional responses of online poker players, measured response to imagery alternatives on a travel site and identify effective merchandising strategies for an online retailer. EEG can be used to assess emotional response to various types of stimuli and Foviance plans to apply the method to understand the multi-channel user experience. For example, it is possible to gauge people's emotional engagement while on the phone to a call centre.

Marty Carroll, consultancy director, Foviance said: "We recognise that differentiation in user experience for many brands means moving beyond simple efficiency, performance and functionality, towards connecting with consumers emotionally. We are incredibly excited to be bringing this complex neurological science to the marketing industry for the benefit of businesses and consumers."

## EEG on PKR gaming research

PKR is an online poker playing site that uses advanced gaming technology to provide 2.25 million subscribers with personal, involving and highly entertaining poker games. Foviance and PKR used EEG to measure players' visceral responses to different stages of gameplay and gameplay outcomes. Foviance research revealed that for the novice player, PKR offered much higher levels of emotional engagement compared to competitors' sites. Foviance was also able to identify the peaks and troughs in concentration, the areas that cause confusion for the novice player and the importance of the tutorial stages in engaging customers. Now PKR is also aware of how high levels of concentration and focus on what is happening in some stages of the game mean that the company can optimise cross-marketing and up-selling opportunities during the game.

Simon Prodger, marketing director at PKR Technologies said: "This method of user research helps us understand the all important emotional experience that customers go through when using our site. This is

very important to PKR as we aim to provide the most engaging poker experience online. Foviance's insight has helped us identify how we can harness and develop the unique aspects of PKR's engaging and immersive approach to online poker to ensure that our customers enjoy the highest quality experience possible."

Foviance EEG measures factors ranging from cognitive and visual attention to emotional attraction and engagement, revealing the pattern of visceral activity during an experience. It uses an Apprehension/Excitement index to reveal how people respond to specific incidents and allows for comparison with other everyday activity benchmarks.

The service, developed in tandem with Neuroco is available immediately from Foviance.

#### About PKR Technologies

PKR is a revolutionary new concept in online poker that has changed the way that online poker is played.

Featuring stunning real-time 3D graphics and a uniquely engaging and immersive gaming system, PKR brings an unparalleled and previously unseen level of realism to online poker.

Developed by some of the brightest stars in the video games and poker industries, PKR was founded in 2005 by President Jez San, one of Europe's most respected technology entrepreneurs and the first person to ever be awarded an O.B.E for services to the computer games industry.

For more information on PKR, please visit <http://www.pkr.com> or contact:

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Stunning PKR screenshots are available for the press at:

<http://www.pkr.com/play-poker/pkr-screenshots.cfm>

High resolution imagery available on request.

#### About Foviance

Foviance is a leading customer experience consultancy that works globally with some of the world's best known brands to deliver measurable improvements in performance.

Founded in 2001 and with a heritage in website usability and data analytics, Foviance delivers consultancy to its clients about the effectiveness of their individual channels, such as mobile, web and call centre and how they combine in a cross-channel environment. For many clients, insight is provided not only in their home market, but also internationally through Foviance's extensive alliance network.

Foviance engages with its customers wherever they are in their product lifecycle, and provides insight so they understand how to improve, create and deliver excellent customer experiences.

Foviance boasts 43 of the UK FTSE 100 companies among its client roster, including Barclays, BSkyB, and Sainsbury's. In addition Foviance works with International brands such as AstraZeneca, Dell and Nokia.  
For further information please visit: [www.foviance.com](http://www.foviance.com)

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