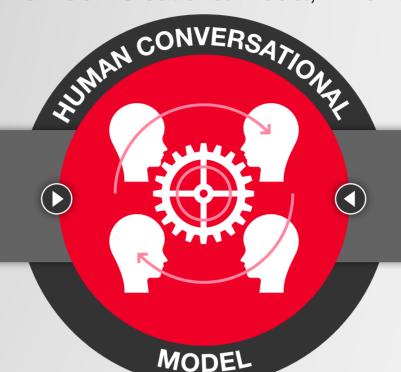
The Human Conversational Model

The Foundation For Engaging Customer Interactions

If companies want to improve their interactions with customers, then need to treat them more like conversations.

Temkin Group dissected the key elements of successful human-to-human interactions into what it calls the Human Conversational Model, which requires two processes:



BACKGROUND MINDFULNESS

This portion of the model is not observable within what would normally be considered the scope of the conservation as it pertains to how each person learns and then applies what they learned.

COOPERATIVE INTERFACE

Each participant is required to collaborate with his/her partner to achieve the shared goal of the conversation – be that casually catching up, gathering information, sharing knowledge, etc.

Seven Elements of The Human Conversational Model

The Human Conversational Model is made up of seven components:

Arrive at conversation with clear understanding of own personality, feelings, motivations, needs, desires, beliefs, strengths, and weaknesses.



GELF-AWARENESS



BASIC MANNERS

Cooperate with partner by demonstrating good manners and adhering to social norms.



INTENT DECODING

Detect what partner hopes to achieve from the conversation (e.g. small talk, knowledge sharing, bonding, etc.) based on context, content, and shared history.

CONTEXTUAL

FRAMING

Take stock of partner's traits

(e.g. appearance, age,

gender, comportment,

style, interaction history,

etc.) and then tailor

the conversation

accordingly.



SUPPORTIVE FEEDBACK

Give partner feedback that they are being heard and understood through both verbal and non-verbal cues (e.g, head nodding, asking relevant questions,

etc.)

EMPATHETIC AGILITY

HUMAN

CONVERSATIONAL

MODEL

Interpret verbal and non-verbal clues to deduce emotional state of partner and then alter behavior to keep conversation positive.



As you learn more about partner during the conversation, apply learnings to that partner and future partners in general.

For more information, visit the *Customer Experience Matters* ® blog at ExperienceMatters.wordpress.com

Applying The Human Conversational Model to Digital Experiences

Digital interactions must also follow the Human Conversational Model. Here's how:

Human Conversational Model



INTENT DECODING



Make reasonable assumptions about what a particular customer wants to do during a particular interaction, then make it easier for them to achieve those goals.

CONTEXTUAL FRAMING

O

ĔΨ

4

ш

F Z

RATIVE

ш

a

0

0



Use data collected on customers to build context around them, and then tailor communications and interactions to individuals' preferences.

EMPATHETIC AGILITY



Be responsive to customers' changing emotional states by identifying likely emotions and by observing digital body language in real time.

SUPPORTIVE FEEDBACK



Minimize uncertainty by letting customers know they are on the correct path to success.

BASIC MANNERS



Design digital interactions to behave like a charming, polite, and helpful employee. This includes making text easy to read, content easy to understand, and interactivity easy to learn.

(GROUND) FULNESS

SELF-AWARENESS



Have a crystal-clear understanding of brand identity and design digital interactions that embody this identity.

EMOTIONAL REFLECTION



Use data collected during digital interactions to spot micro and macro trends, and adjust future interactions accordingly.



www.temkingroup.com