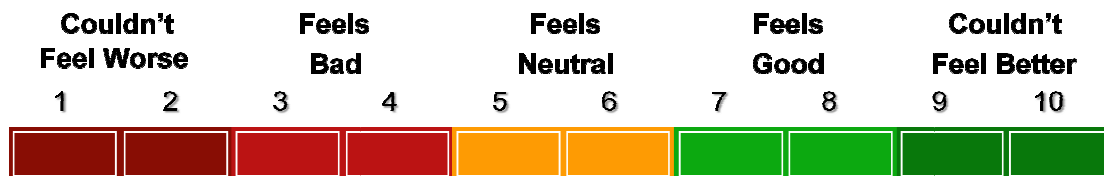


How we use the Absolute Scale

The Absolute Scale used in the empathy methodology is key to providing valid and accurate measures on the questions set.

It includes both VERBAL and INTERVAL scales:

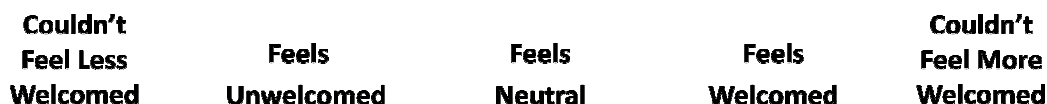


1 on the scale indicates that it couldn't feel any worse and 10 it couldn't feel any better. It is therefore absolute in its scaling.

The researcher listens to the agent on a particular question.

Eg. How welcome do we feel by the initial words of the greeting?

In this case the verbal comments will change to reflect the answer options:

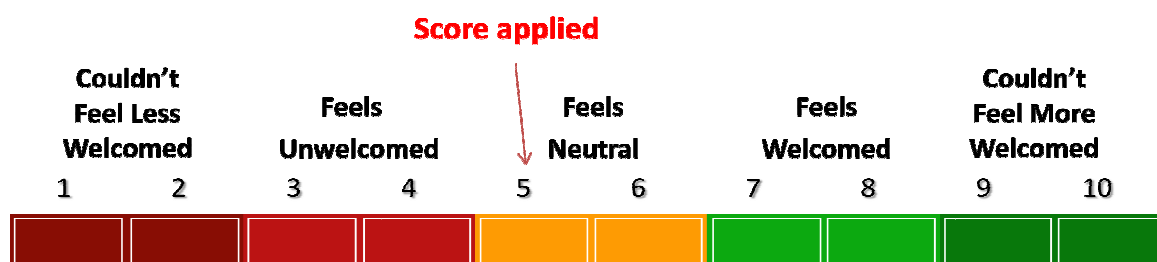


Without referring to the 1-10 interval scale the researcher decides on the correct verbal description.

Assuming that the Researcher chooses 'Feels NEUTRAL' as their response we take away that option (even though we now know that the answer will be either a 5 or 6).



The option for the Researcher now is either 'Feels Unwelcomed' or 'Feels Welcomed'. Assuming that they choose 'Feels Unwelcomed' then we can apply the findings to the interval scale.



The reason why we don't immediately apply a score from the 1-10 scale is that different people have different experiences and a 10 to one person might only be a 6 to another. By applying the methodology as indicated above we gain the greatest accuracy, full buy-in from the target audience and a meaningful final result.

The rating, on any particular question, can be authenticated through the inclusion of soundbites to help the audiences understand why the score is what it is.