

## Article: TRIAD in Depth

TRIAD redefines how sentiment is measured and analyzed by introducing a more dynamic approach to understanding customer emotions. Instead of relying on binary yes-or-no questions, TRIAD presents respondents with an equilateral triangle where each corner represents a different sentiment, all tied to a common theme. This design enables respondents to express their emotions in a more nuanced way, capturing the complexity of their experiences with a brand or product.

At the heart of TRIAD is its ability to pinpoint where customer sentiment falls between these three emotional extremes. Respondents are provided with verbatim text related to their most recent experience, and they place their response within the triangle. This placement gives brands a deeper, more granular understanding of sentiment, revealing trends that would otherwise be missed in traditional survey methods.

TRIAD doesn't stop at just measuring sentiment. It also tracks changes in the propensity to purchase or recommend a product based on the respondent's most recent experience. This gives companies crucial insights into how shifts in sentiment translate into business outcomes like revenue, reputation, and customer retention.

The visual and gamified nature of TRIAD makes it engaging for respondents, increasing both participation and data accuracy. By placing their response within a triangle, respondents are more involved in the process, leading to richer and more reliable data. For businesses, this means better trend analysis and the ability to track emotional changes over time.

One of the greatest strengths of TRIAD is its ability to connect sentiment with action. By monitoring how emotional shifts influence the likelihood of purchase or recommendation, TRIAD helps companies make more informed decisions about marketing strategies, customer engagement, and product development. It brings a level of granularity to sentiment analysis that allows businesses to identify specific emotional drivers behind customer behavior.

In terms of analytics, TRIAD provides brands with real-time feedback on how customer sentiment evolves. Its significance testing capabilities allow companies to see which shifts in sentiment are statistically meaningful, providing a clearer understanding of the cause-and-effect relationships between brand interactions and customer feelings. This insight helps businesses fine-tune their marketing efforts, improving overall customer satisfaction.

TRIAD's graphical design makes it easy to interpret data. The three-choice question format allows companies to visualize sentiment trends clearly and effectively, highlighting key shifts in customer perception. Whether it's measuring the success of a new marketing campaign or understanding the impact of customer service interactions, TRIAD offers actionable insights that can drive business improvements.

Overall, TRIAD is poised to become the standard for customer satisfaction analysis. By combining sentiment measurement, trend tracking, and purchase propensity insights, it delivers a powerful, multi-dimensional view of customer emotions. This enables companies to better understand the emotional underpinnings of customer behavior and make more strategic, data-driven decisions.