

MOMENTS OF TRUTH

Raye Wali

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Moment of truth (MOT) in marketing, is the moment when a customer/user interacts with a brand, product or service to form or change an impression about that.

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The New Moment Of Truth In Business

Moments of truth are the make-or-break moments your customers have with your brand. And they're the key to customer engagement and customer satisfaction.

Second Moment of Truth (SMOT) refers to the moment when the consumer experiences a product or service following the purchase decision. The SMOT will .

Related books: [Ron Dunn, Master Key to Self-Realization, Très bonnes nouvelles du Bénin \(Continents noirs\) \(French Edition\),](#)

[Paradise Inc: The Bare Essential, Il mondo silenzioso di Nicholas Quinn \(Lispettore Morse\) \(Italian Edition\), The Ethics of Screening in Health Care and Medicine: Serving Society or Serving the Patient?: 51 \(International Library of Ethics, Law, and the New Medicine\).](#)

More specifically, companies should modify their performance-management systems to strike a balance between financial results and the things that really matter at moments of truth. Basically, he said there were two Moments of Truth and he later added a third:.

The impact of frontline emotional intelligence on the bottom line is clear. Ex

Four Discrete Moments of Truth There are four moments of truth in service and customer experiences that have been recently conceptualized and defined in service design. This is when prospects recognize a need and goes online to gather information regarding a potential purchase.

This is interesting. Despite their differences, both companies will certainly place a premium on treating the customer well, but the economy brand might also work extra hard to optimize its processes because the emphasis is on keeping costs .