



## Xuuu Client Story

We used Customer Psychology to help us develop a straightforward measure for profiling consumer behaviour. Our aim was to classify people into 4 easily recognisable 'types' based around their purchasing preferences. We needed a short questionnaire that consumers could complete in less than 15 minutes.

Gareth English advised us on aspects of personality and helped us choose instruments that would allow us to generate accurate scores for our types. With only 50 questions we are now able to classify consumers as Assertive, Empathetic, Cautious or Adventurous. We use these to power our LikeMe function. LikeMe makes consumer feedback more valuable and relevant for everyone.

### About Xuuu

Xuuu makes it easy for consumers to give feedback about their everyday experiences with products and services. We help brands and consumers get involved for mutual benefit. Increased involvement and interaction enables brands to understand what consumers really value and consumers to understand how brands create it.

Tom Penney, CEO [Xuuu.me](http://Xuuu.me)

To discover more about how Customer Psychology can help your organisation, email us at [info@customer-psychology.com](mailto:info@customer-psychology.com).

