



Customer Experience and Conversion Expert to Present on Eye Tracking and Emotional Testing at Shop.org Annual Summit

Precision Dialogue Unveils Groundbreaking Techniques & Technology on Emotional Testing at Retailer-Focused Conference in Seattle, Washington

As famed musician Frank Zappa once stated regarding emotion, "The computer can't tell you the emotional story. It can give you the exact mathematical design, but what's missing is the eyebrows." With recent advancements in research and technology this saying is no longer true. During the Shop.org Annual Summit, retailers will have the opportunity to attend breakout session "[Behavioral, Eye Tracking and Emotional Testing – Maximizing Insights to Improve the User Experience](#)" in which they will learn how recent advancements in groundbreaking emotional testing technology can detect subconscious user emotional states and be used to tell the user experience story.

Cathleen Zapata, Chief Experience Officer at Precision Dialogue will be co-presenting with client Jennifer Biefel, Manager, CRM Program Management at Disney Parks and Laura McFadden, User Experience Architect at Arhaus Furniture. The trio will be presenting on usability testing, usability testing with eye tracking and emotional testing techniques.

Additionally, requested to participate for the fourth year in a row, Zapata will be one of the "doctors" providing expert evaluations in the popular "[Doctor Is In](#): One-on-One Website Critiques" session during the retailer conference. She will be providing 30 minute private one-on-one consultations with registered retailers focused on how to improve the user experience and conversion.

"Usable websites are no longer a differentiator, but rather, an expectation by users. In order to leapfrog the competition, retailers need to not only ensure the site is usable, but that it motivates and persuades users to take action and have an overall pleasant experience," explained Zapata. "Evaluating not only what your user's say and do, but also, what they see and feel, allows you to identify conversion barriers and streamline the buying process."

Cathleen Zapata is currently the Chief Experience Officer at Precision Dialogue where she manages the Research & Customer Experience division's accounts, service offerings, lab and team. She has nearly 20 years' experience working with clients to improve their customer's experiences balanced with business goals to maximize ROI.

Cathy has been published in numerous industry publications including UX Magazine, BAI Retail Delivery and Quirk's Marketing Research Review. She has worked with clients across industries including Disney, American Greetings, Four Seasons, OfficeMax, Coach, Inc., CVS, KeyBank, Nationwide Insurance and more.

Retailers will also be able to connect with Zapata and others from the Precision Dialogue team at Precision Dialogue's booth (#1503) in the expo hall. At the booth, you can test the eye tracking and wireless EEG equipment. Precision Dialogue is the only customer engagement firm nationwide with a full suite of owned in-lab and mobile eye tracking as well as emotional tracking capabilities via EEG.

Precision Dialogue is also participating in the big prize giveaway sponsorship and will be giving away a \$4,000 Apple Vacations gift certificate.

Shop.org Annual Summit is the digital retail industry's premier event where thousands of executives gather with the common purpose of advancing their industry through the sharing of knowledge, experience and expertise. To learn more about Shop.org Annual Summit, visit summit14.shop.org.

To learn more about Precision Dialogue's Research and Customer Experience solutions, visit www.precisiondialogue.com.

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Precision Dialogue is a vertically integrated customer engagement firm with a proven methodology for mining and analyzing customer insights and behaviors to create targeted personalized communication through a variety of integrated online and offline channels. Anchored by a focused vision and progressive history, the company has become a leading full service end-to-end marketing solution provider uniquely positioned to manage the radically evolving demands of this new era of consumer and business marketing. To learn more about Precision Dialogue, visit www.precisiondialogue.com