

People
Insights
Brighter
Experiences
Tomorrow.

CUSTOMER INTENT INTELLIGENCE FRAMEWORK

MOVING BEYOND SEARCH INTENT TO HUMAN INTENT

Customer Intent Intelligence is the practice of **decoding** the motivations, needs, decisions, confidence levels, and desired outcomes hidden within customer signals.

DIFFERENT
SIGNALS.
DEEPER
INSIGHTS.
BRIGHTER
POSSIBILITIES.

MULTIPLE SIGNALS. A CLEARER PICTURE.

Customer intent is revealed through every interaction, across every channel.



Search Engines
(Google, Bing, etc.)

Searches



AI Platforms
(ChatGPT, Copilot, Gemini, etc.)

Questions



Site Search & Website Behavior

Clicks



Customer Support & Contact Centers

Conversations



Voice of Customer & Feedback

Opinions



Social Media & Communities

Discussions



Digital Analytics & Behavioral Data

Actions



Internal Data & Operational Insights

Context

CUSTOMER SIGNALS

Searches. Questions. Clicks. Conversations. Decisions.

REAL
PEOPLE.
REAL INTENT.
REAL IMPACT.

LEVEL 1

OBSERVABLE INTENT

What is the customer doing?
A common SEO lens classifies the apparent purpose of a search query.



INFORMATIONAL

"I want to learn."

Seeks information, answers or guidance.



NAVIGATIONAL

"I want to find."

Looks for a specific website, brand or page.



COMMERCIAL INVESTIGATION

"I want to evaluate."

Compares options, researches solutions.



TRANSACTIONAL

"I want to act."

Completes a purchase, request or enrollment.

OUTPUT

Search-Intent Category

Identifies the type of request being made.

FOUR COMMON SEARCH-INTENT CATEGORIES

BEHAVIOR
IS ONLY THE
SURFACE.

Customer behavior tells us **what** people do.
Intent reveals **why** they do it.

Google classifies intent.
Customer Intent Intelligence explains intent.

FROM
QUERIES
TO MEANING.
FROM DATA
TO PEOPLE.

LEVEL 2

DEEPER UNDERSTANDING

What is the customer trying to accomplish?

Uncovers the human intent behind the behavior.



MOTIVATION INTENT

Why does this matter?

Identifies the trigger or need.



DESIRED OUTCOME INTENT

"What does success look like?"

Understands the goal or desired state.



DECISION INTENT

What choice is being evaluated?

Reveals the decision context and criteria.



CONFIDENCE INTENT

What reassurance is needed?

Identifies uncertainties and barriers.



ASSISTANCE INTENT

What guidance is missing?

Surfaces support and self-service needs.



RESOLUTION INTENT

Was the need successfully resolved?

Confirms satisfaction and completion.



ADOPTION INTENT

Will the solution actually be used?

Ensures long-term value and engagement.

THE EVOLUTION OF INTELLIGENCE

Turning customer signals into measurable impact.



SEARCH INTELLIGENCE

What is happening?



INTENT INTELLIGENCE

Why is it happening?



CUSTOMER INTELLIGENCE

What does it mean?



DECISION INTELLIGENCE

What should we do?



BUSINESS INTELLIGENCE

What impact did it create?

SEARCH INTENT ANSWERS...

(What we see)

What was searched?



What page is needed?



What content should appear?



What action occurred?



What journey did they take?



CUSTOMER INTENT INTELLIGENCE ANSWERS...

(What it means)

Why was it searched?

What outcome is desired?

What decision is being made?

What need triggered the action?

What support is still needed?

EXECUTIVE TAKEAWAY

Organizations often stop at classifying customer behavior. Customer Intent Intelligence extends beyond behavior to uncover motivations, desired outcomes, decision drivers, confidence barriers, assistance needs, and measurable opportunities for action.

DEEPER UNDERSTANDING.
BETTER DECISIONS.
GREATER IMPACT.

THE RESULT

- More relevant experiences
- Improved self-service
- Higher conversion
- Increased customer satisfaction
- Long-term customer value



Yasha Sterling
THE INTENT INNOVATOR

INTENT TO INNOVATE™

UNDERSTANDING WHAT CUSTOMERS NEED BEFORE THEY ASK.

CREATOR OF ECII™ | PHD RESEARCHER | THOUGHT LEADER | IMPACT DRIVEN

IDEAS
INSIGHTS
ACTIONS
BRIGHTER
FUTURES