Customer Experience Survey
A Retrospective, Phase 1 Experiment[1]

FOCUSED *LIFE-FORCE* ENERGY
SUPPORTING A HIGHER LEVEL OF CONSCIOUSNESS

[1]Prepared with Maria Colomy and the FLFE Research Team
Lewis Humphreys, Jeff Stegman, and Paule Bellwood

What are the Gold Standard Four Phases of Research?

Phase I Research: Exploratory research, typically small scale, addressing the question "Does carefully collected user evidence suggest that a given service works?" If positive findings are obtained, then

Phase II Research: Confirmatory (and parametric) research, typically also small scale, addressing the question "Do laboratory and controlled experiments support the user evidence and also verify safety?" If positive findings are obtained, then

Phase III Research: Multi-centered research, typically large scale, addressing the question "Do controlled multi-center, multi-blinded, randomized controlled trials replicate the Phase II experiments in terms of efficacy and safety?" If positive findings are obtained, then

Phase IV Research: Real-life validation research, typically large scale. Addressing the question "Are the positive findings observed in the Phase III Research replicated in large scale usage in real life?"

FLFE customers provide a wealth of spontaneous accounts of positive experiences with FLFE on the FLFE website as well as the Facebook page.

What were the four purposes of this Phase I research?

Purpose 1: Develop an instrument – the Customer Experience Survey (CES) – that could easily and effectively assess frequently reported benefits of FLFE

Purpose 2: Evaluate the degree of benefits in a representative sample of FLFE customers

Purpose 3: Explore the replicability of degrees of positive benefits from FLFE as a function of sex, age, and years of FLFE participation, and

Purpose 4: Examine the relationship between expectation of benefits (from less than expected to more than expected) and degrees of positive experiences reported (added in Step 7 below)

What are the Four Summary Findings?

Findings for Purpose 1: The CES was found to be successful in easily and effectively assessing frequently reported FLFE customer experiences.

Findings for Purpose 2: The majority of FLFE customers reported high rates of positive experiences across each of the 16 individual benefits, replicating and extending spontaneous testimonials.

Findings for Purpose 3: These positive effects were replicated across age, gender, and years using FLFE, and

Findings for Purpose 4: The majority of FLFE customers reported that the benefits of FLFE were *greater* than they expected, and these individuals reported the *highest levels* of positive experiences with FLFE.

What were the 8 Steps for Creating, Pilot Testing, and Conducting FLFE CES Phase I Research?

Step 1: Approximately four years of spontaneous accounts of benefits were entered verbatim into an Excel spreadsheet.

Step 2: Word frequency account analyses were performed, and word cloud graphs were examined.

Step 3: A set of frequently reported benefits were selected by senior FLFE members and carefully crafted into questions that were easy to read and rate.

Step 4: Additional questions regarding expectations, age, gender, time using FLFE were created, for a total of 20 questions.

Step 5: Pilot Study 1 (n=5). The original CES (1) was taken by five executives and senior FLFE staff members under two conditions: (1) items rated based on their own personal experiences with FLFE , and (2) items rated again based on their predictions regarding how representative consumers would answer the questions. In the process, improvements in wording specific benefits were made.

Step 6: Pilot Study 2 (n=14). The modified CES (2) was beta-tested using FLFE staff. Additional modifications in the wording of questions were made as indicated.

Step 7: Pilot Study 3 (n=52). CES (3) was announced on the FLFE website and answered by approximately 52 customers. After analyzing the data, it was decided to add the expectation question and also create 6 subcategories of benefits (Physical, Mental, Emotional, Personal / Social, Nature, Spiritual).

Step 8: Representative Phase I Study (n=338). CES (4) was announced on Facebook and answered by approximately 338 customers.

FLFE Customer Experience Survey

Survey Participant Demographics
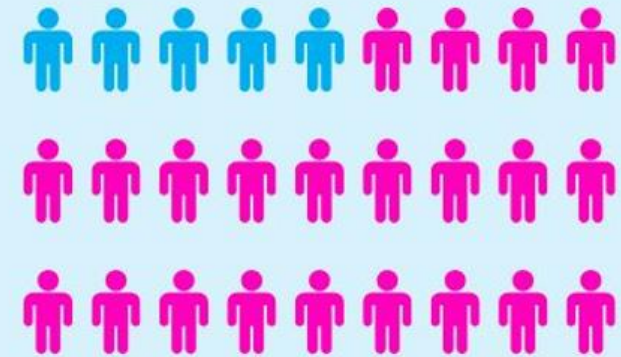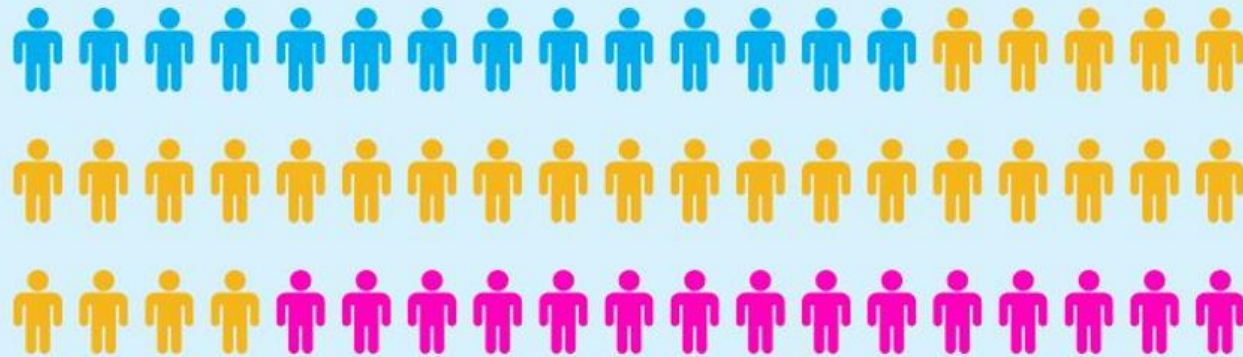
Under 20　Age 21-40　Age 41-60　Age 61-90　　Males　Females

What were the 16 items and 6 Subcategories of FLFE reported benefits?

Category	Item Number	Question
Physical	1	How often have you experienced more physical energy?
Physical	4	How often have you experienced more restful sleep?
Mental	2	How often have you experienced more mental clarity?
Mental	5	How often have you experienced that it's easier to notice a negative thought and move to a more positive thought ?

What were the 16 items and 6 Subcategories of FLFE reported benefits?

Category	Item Number	Question
Emotional	3	How often have you noticed more joy, laughter, or fun for those in the FLFE environment?
Emotional	9	How often have you experienced a relief from anxiety?
Emotional	12	How often have you noticed that it is easier to find forgiveness?
Personal / Social	6	How often have you noticed improvements in communication among those around you in the FLFE environment?
Personal / Social	7	How often have you noticed more ease and flow in everyday life?
Personal / Social	11	How often have you noticed positive changes in overall quality of life?
Personal / Social	14	How often have you noticed engaging less in perceived bad habits?
Personal / Social	16	How often have you experienced 'breakthroughs' or seen bigger life changes?

What were the 16 items and 6 Subcategories of FLFE reported benefits?

Category	Item Number	Question
Nature	8	How often have you noticed a change in the vitality or growth of your houseplants?
Nature	10	How often have you noticed the presence of abundant wildlife, beyond what you normally experienced?
Spiritual	13	How often have you experienced easier or deeper meditations or feel more 'connected' overall?
Spiritual	14	How often have you seen or experienced more synchronicities of any kind that hold relevance to you personally?

Purpose 1 – Is the 16 item CES a reliable instrument? Inter-item correlations (n=338)

Correlations (Customer Experience Survey - September 2021-final-data - GES_xls_STA_PHASE 1_MD_n338)
Marked correlations are significant at p < .05000
N=338 (Casewise deletion of missing data)

Variable	PhysEng	MentClar	JoyFun	RestSleep	NegtoPos	ImprComm	EaseFlow	VitalPlants	ReliefAnx	AbunWildL	QualLife	Forgve	EaseDeepMed	MoreSynchro	LessBadHabits	Breakthroughs
PhysEng	1.00	0.75	0.71	0.58	0.62	0.62	0.71	0.55	0.69	0.56	0.72	0.64	0.66	0.63	0.62	0.60
MentClar	0.75	1.00	0.76	0.57	0.73	0.67	0.75	0.56	0.76	0.56	0.75	0.69	0.72	0.70	0.70	0.72
JoyFun	0.71	0.76	1.00	0.62	0.75	0.79	0.81	0.58	0.76	0.59	0.82	0.72	0.75	0.71	0.69	0.68
RestSleep	0.58	0.57	0.62	1.00	0.57	0.53	0.63	0.49	0.62	0.45	0.61	0.56	0.56	0.53	0.53	0.54
NegtoPos	0.62	0.73	0.75	0.57	1.00	0.69	0.79	0.55	0.73	0.55	0.76	0.78	0.72	0.71	0.69	0.68
ImprComm	0.62	0.67	0.79	0.53	0.69	1.00	0.78	0.50	0.69	0.57	0.80	0.71	0.76	0.70	0.68	0.65
EaseFlow	0.71	0.75	0.81	0.63	0.79	0.78	1.00	0.58	0.78	0.58	0.84	0.77	0.76	0.72	0.72	0.73
VitalPlants	0.55	0.56	0.58	0.49	0.55	0.50	0.58	1.00	0.59	0.53	0.58	0.57	0.55	0.60	0.57	0.54
ReliefAnx	0.69	0.76	0.76	0.62	0.73	0.69	0.78	0.59	1.00	0.60	0.79	0.69	0.74	0.70	0.66	0.65
AbunWildL	0.56	0.56	0.59	0.45	0.55	0.57	0.58	0.53	0.60	1.00	0.63	0.59	0.58	0.61	0.60	0.56
QualLife	0.72	0.75	0.82	0.61	0.76	0.80	0.84	0.58	0.79	0.63	1.00	0.79	0.81	0.79	0.75	0.75
Forgve	0.64	0.69	0.72	0.56	0.78	0.71	0.77	0.57	0.69	0.59	0.79	1.00	0.75	0.74	0.73	0.72
EaseDeepMed	0.66	0.72	0.75	0.56	0.72	0.76	0.76	0.55	0.74	0.58	0.81	0.75	1.00	0.77	0.72	0.72
MoreSynchro	0.63	0.70	0.71	0.53	0.71	0.70	0.72	0.60	0.70	0.61	0.79	0.74	0.77	1.00	0.73	0.77
LessBadHabits	0.62	0.70	0.69	0.53	0.69	0.68	0.72	0.57	0.66	0.60	0.75	0.73	0.72	0.73	1.00	0.77
Breakthroughs	0.60	0.72	0.68	0.54	0.68	0.65	0.73	0.54	0.65	0.56	0.75	0.72	0.72	0.77	0.77	1.00

Each of the 16 items significantly correlates with every other item in the CES.

Purpose 1 – Is the 16 item CES a reliable instrument? Split half reliability (n=338)

Reliability Results: Customer Experience Survey - September 2021-final-data - GES_... ✕

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Number of items in scale: 16

Number of valid cases: 338
Number of cases with missing data: 0
Missing data were deleted: casewise

SUMMARY STATISTICS FOR SCALE
Mean: 57.310650888                    Sum: 19371.000000
Standard Deviation: 15.829242898      Variance: 250.56493073
Skewness:  -.800273159                Kurtosis:    .079231718
Minimum: 16.000000000                 Maximum: 80.000000000
Cronbach's alpha:    .969188978   Standardized alpha:   .970104146
                        Average Inter-Item Correlation:   .679394432
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The split half reliabilities are highly statistically significant (e.g., Cronbach's alpha = 0.969).

Purpose 1 – Is the 16 item CES a reliable instrument? Split half reliability (n=338)

Split-Half Reliability: Customer Experience Survey - September 2021-...

	First Half	Second Half
Number of Items:	8	8
Mean:	28.786982249	28.523668639
Sum:	9730.0000000	9641.0000000
Standard Deviation:	7.883924734	8.266752733
Variance:	62.156269204	68.339200744
Cronbach's alpha:	.935502973	.948521606

Correlation between first and second half:	.921138952
Correlation corrected for attenuation:	.977865102
Split half reliability:	.958950888
Guttman split-half reliability:	.958389990

The split half reliabilities are highly statistically significant, Separately for first half and second half of items.

Purpose 1 – Is the 16 item CES a reliable instrument? Inter-subcategory correlations (n=338)

Correlations (Customer Experience Survey - September 2021-final-data - GES_xls_STA_PHASE 1_MD_n338)
Marked correlations are significant at p < .05000
N=338 (Casewise deletion of missing data)

Variable	Physical	Mental	Emotional	Personal	Nature	Spiritual
Physical	1.00	0.76	0.80	0.77	0.66	0.71
Mental	0.76	1.00	0.89	0.87	0.68	0.81
Emotional	0.80	0.89	1.00	0.92	0.74	0.86
Personal	0.77	0.87	0.92	1.00	0.73	0.89
Nature	0.66	0.68	0.74	0.73	1.00	0.71
Spiritual	0.71	0.81	0.86	0.89	0.71	1.00

Each of the 6 subcategories correlates highly significantly with the other subcategories.

Purpose 2
Do a majority of Respondents report positive benefits? (n=338) YES

57.86% report Substantial Benefits,
23.48% report Some Benefits,
18.66% report No Benefits

Percent of Sample (n=338) reporting No (Ratings 1+2), Some (Rating 3), and Substantial (Ratings 4+5) Benefits

	No (R1+R2)	Some (R3)	Substantial (R4+R5)
Benefits	18.66%	23.48%	57.86%
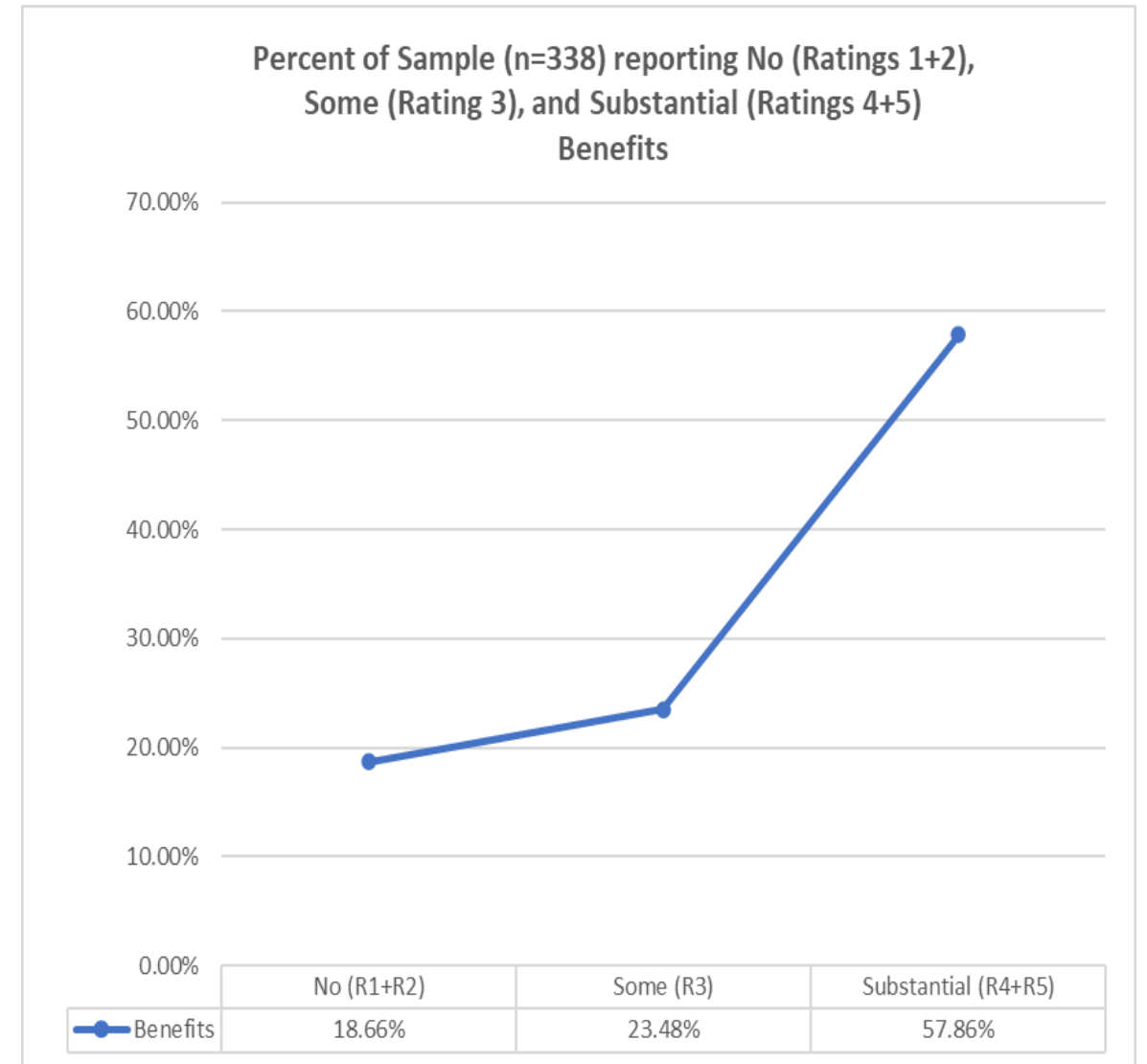
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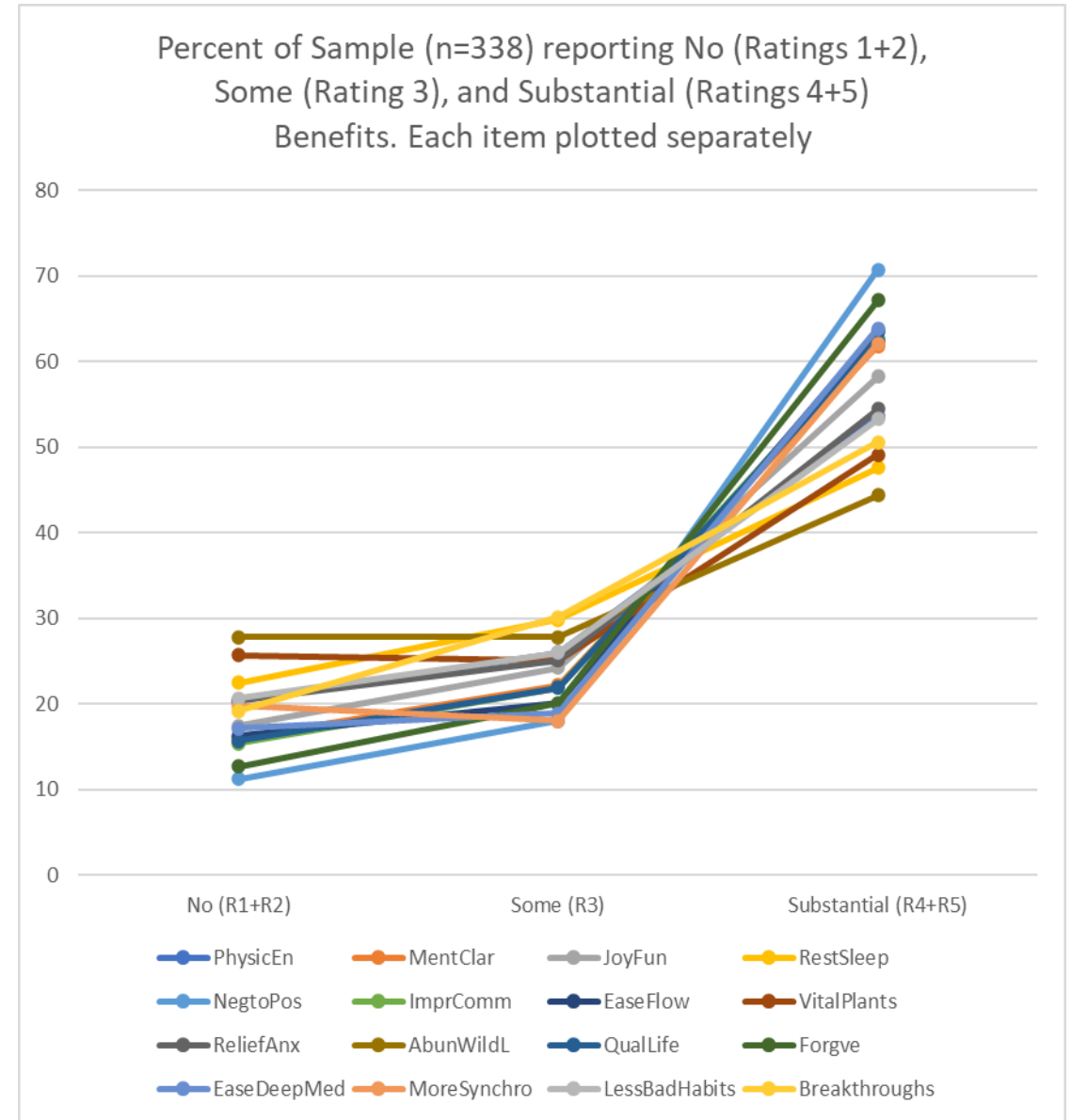
Purpose 3 – Do the majority of Respondents reporting positive benefits replicate across gender?
YES

Males (Blue, n=62)
Females (Orange, n=268)

Percent of Males (n=62) and Females (n=268) reporting No (Ratings 1+2), Some (Rating 3), and Substantial (Ratings 4+5) Benefits

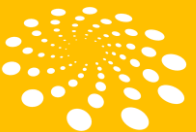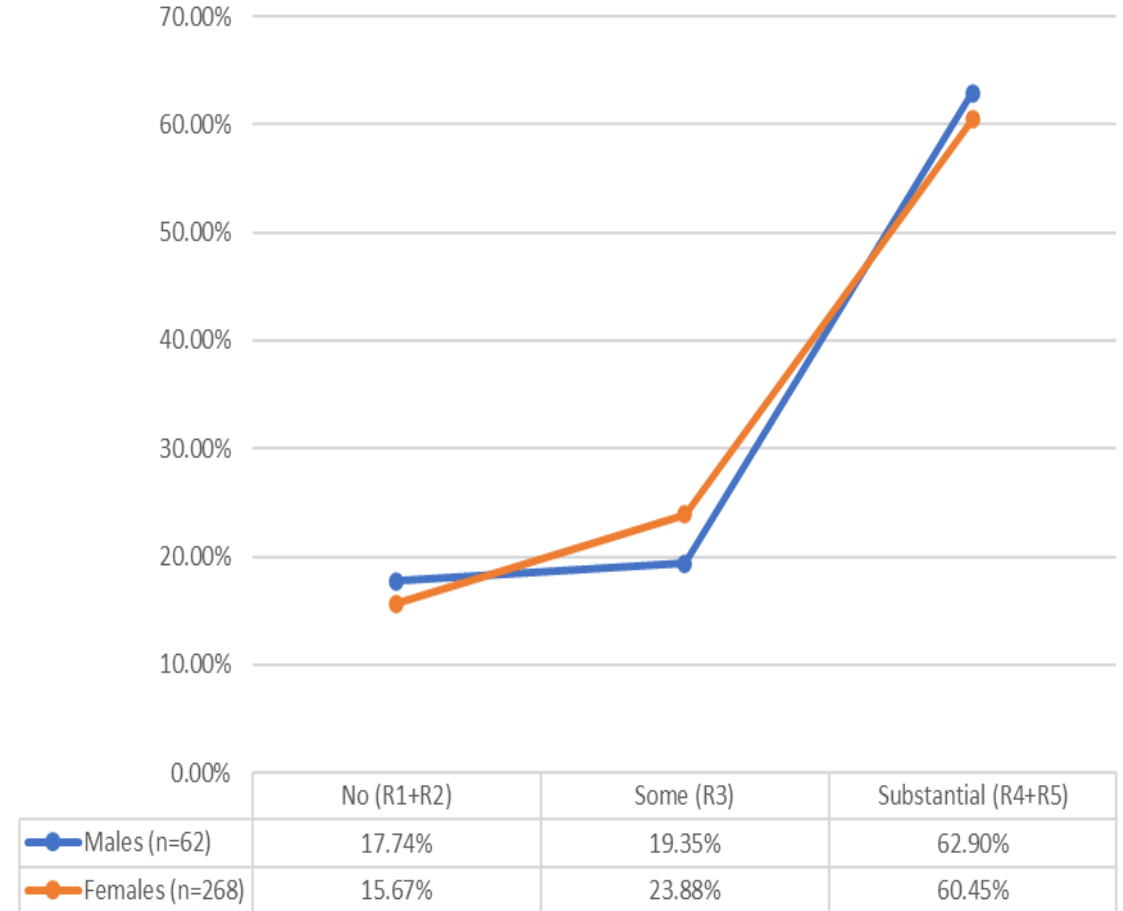|	No (R1+R2)	Some (R3)	Substantial (R4+R5)
Males (n=62)	17.74%	19.35%	62.90%
Females (n=268)	15.67%	23.88%	60.45%
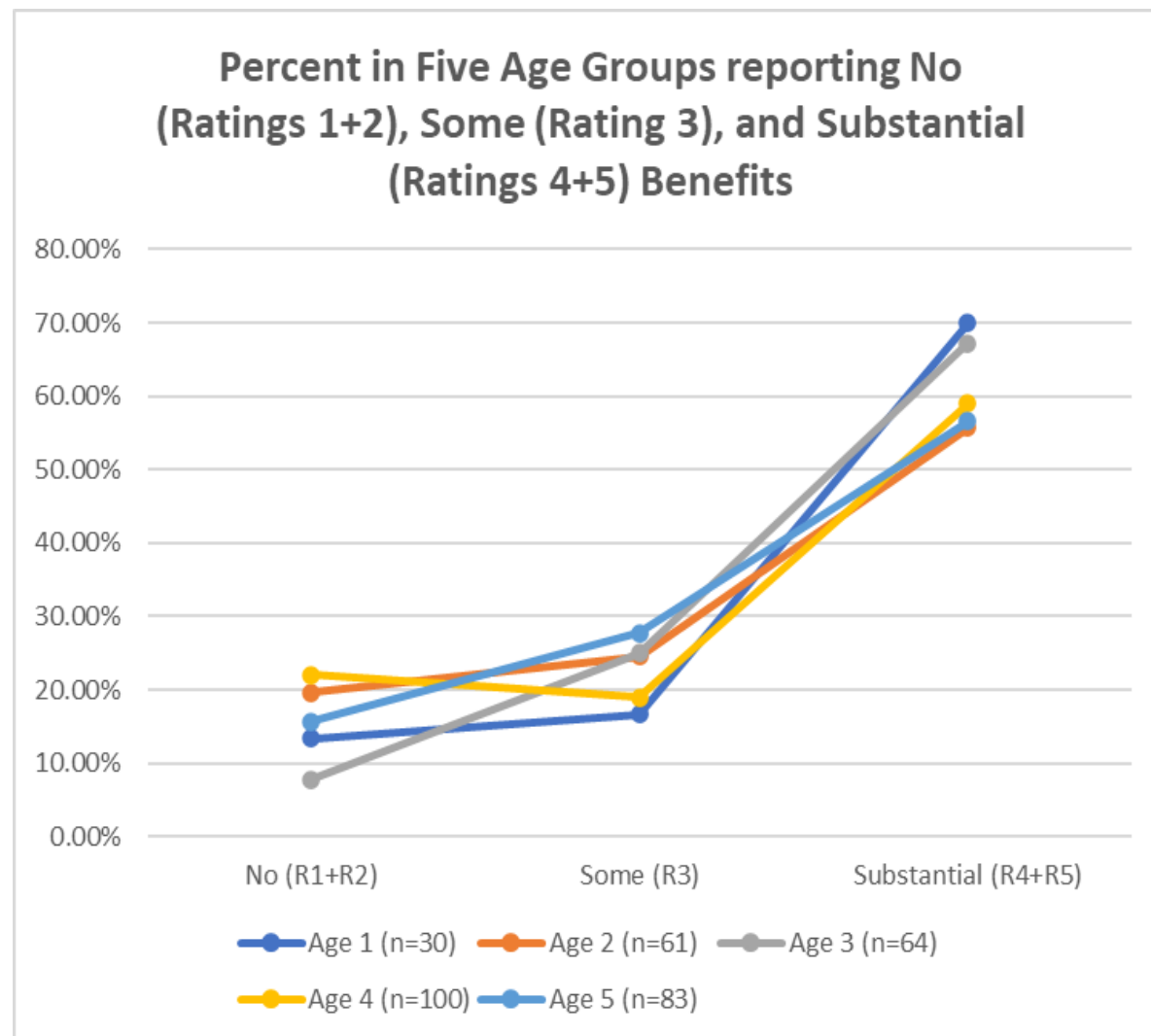
Purpose 3 – Do the majority of Respondents reporting positive benefits replicate across length?
YES

< 3 months (n=121)
3 - 12 months (n=107)
1 - 2 years (n=57)
2 - 3 years (n=23)
> 3 years (n=30)

Percent of Time Using FLFE reporting No (Ratings 1+2), Some (Rating 3), and Substantial (Ratings 4+5) Benefits
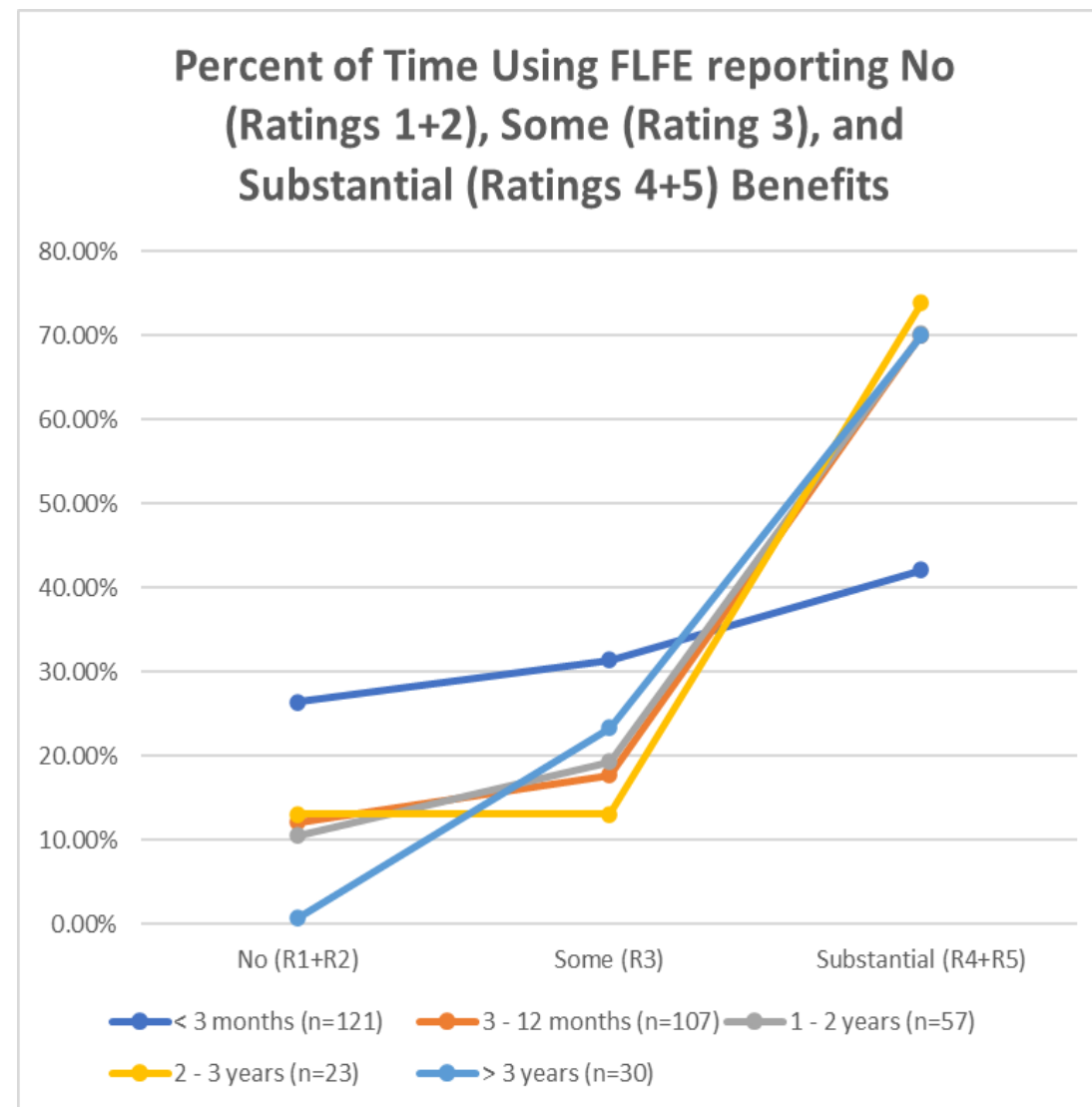
Effectiveness & Length Using Service

Those on the service less than 3 months experience the least amount of benefit, while those on the service longer seem to have better and better experiences over time.

Time On Service

● Little or No Change   ● Some Change   ● Substantial Change
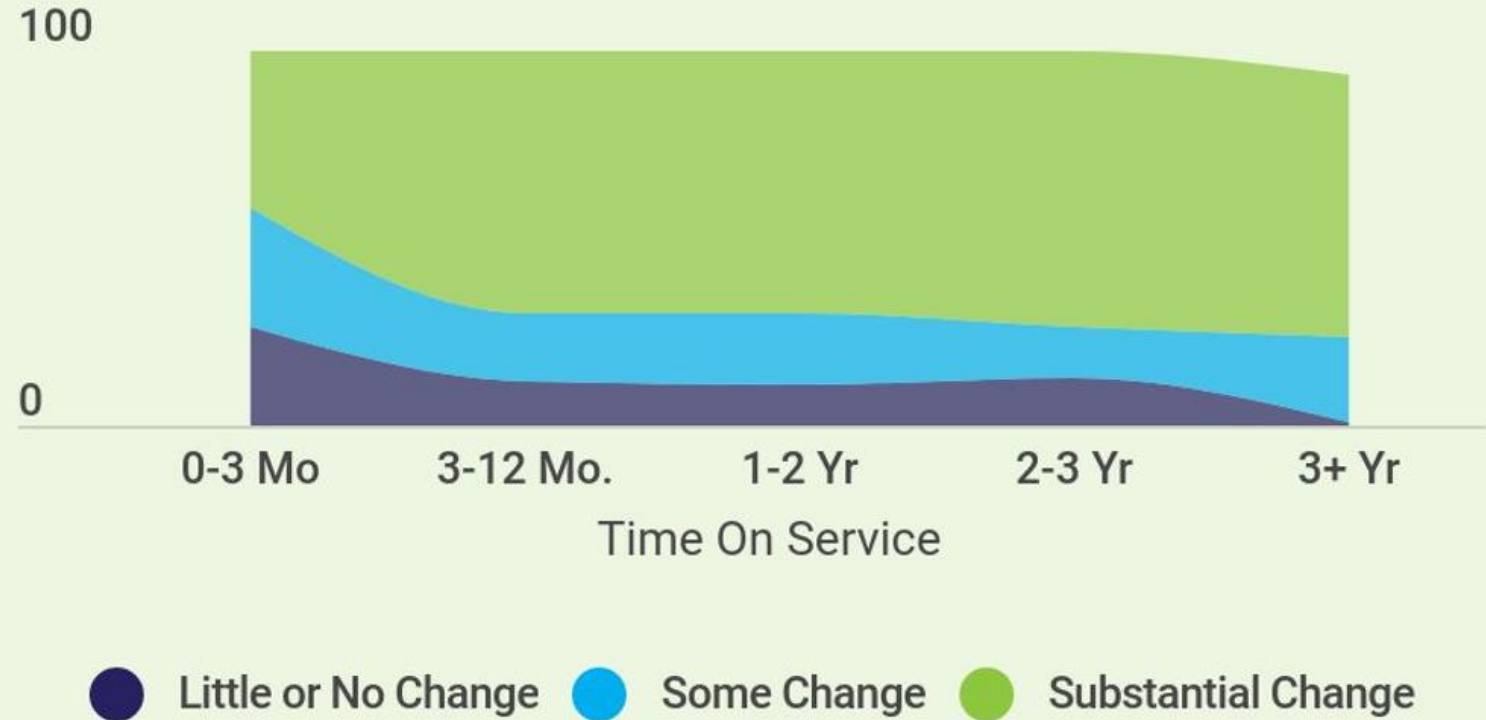
Purpose 4 –
Can the *expectation* of FLFE effectiveness explain experience of FLFE benefits?
Is it placebo only?
NO

Less than expected (n=54, 15.97%)
As expected (n=59, 17.45%)
Greater than expected (n=225, 66.57%)

Average ratings of 6 subcategories of FLFE benefits as a function of benefits being less, equal, or more than expected

	Physical	Mental	Emotional	Personal	Nature	Spiritual
< expected	2.05	2.24	2.12	2.05	1.94	2.11
expected	2.83	3.27	2.96	3.00	2.67	3.03
> expected	3.90	4.30	4.20	4.14	3.76	4.21
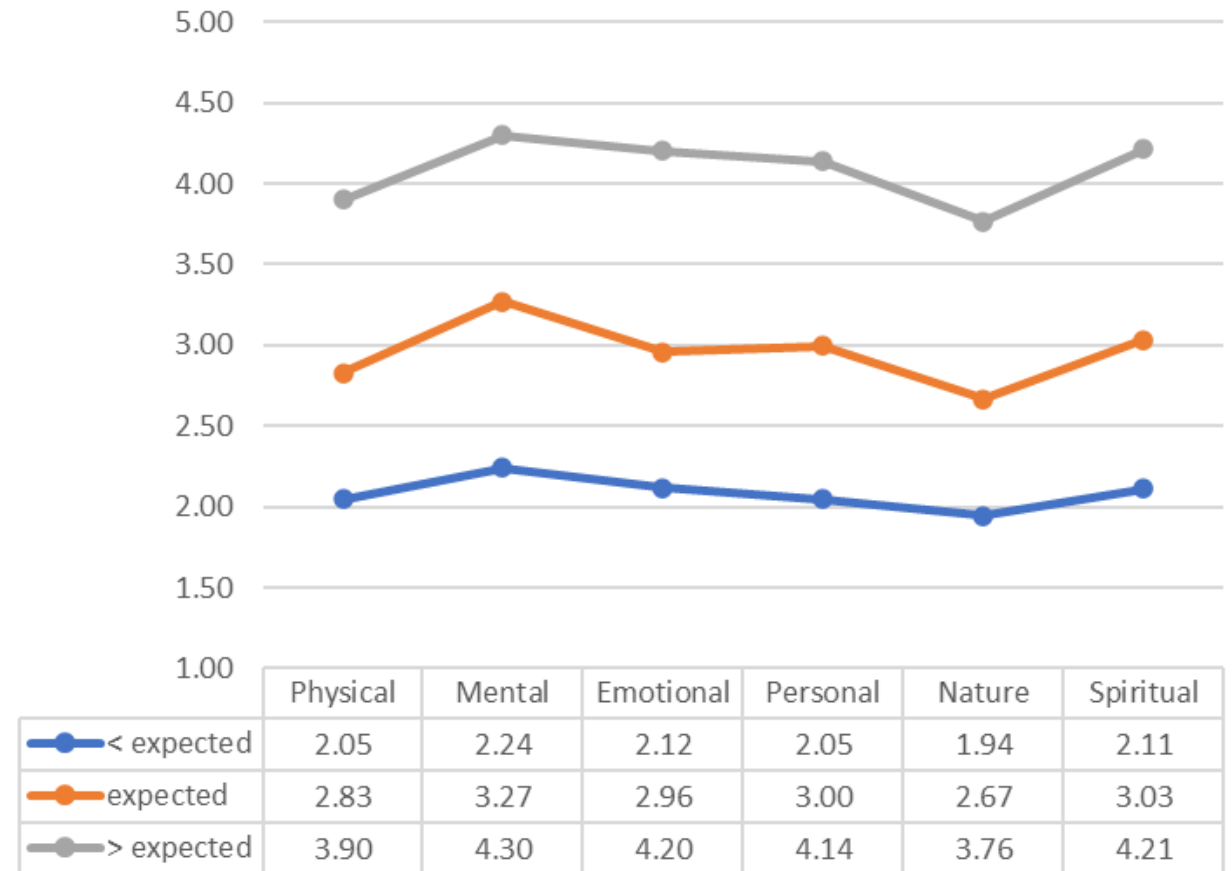
"Be prepared for surprises"

Expectations & Placebo
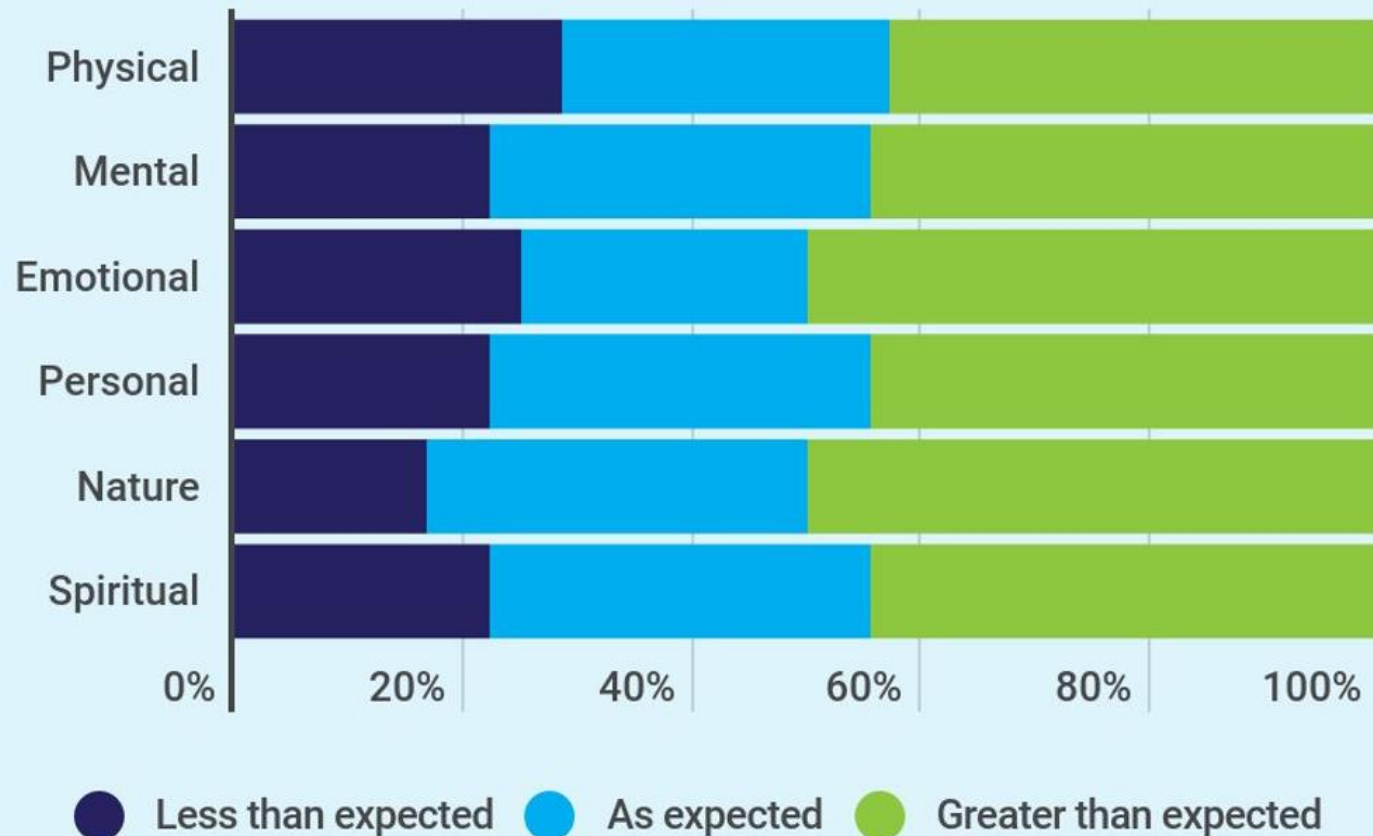
Overall, survey participants found the service to exceed their initial expectations.

Those with lower expectations often experienced the greatest benefit.

Less than expected   As expected   Greater than expected

Purpose 4 – Can expectation of FLFE effectiveness explain experience of FLFE benefits?

NO

Less than expected (n=54, 15.97%)

As was expected (n=59, 17.45%)

Greater than expected (n=225, 66.57%)

Percent of < versus > expected benefits reporting No (Ratings 1+2), Some (Rating 3), and Substantial (Ratings 4+5) Benefits

	No (R1+R2)	Some (R3)	Substantial (R4+R5)
< expected (n=54)	75.92%	20.37%	3.70%
as expected (n=59)	23.73%	62.71%	13.56%
> expected (n=225)	0.44%	13.33%	83.22%
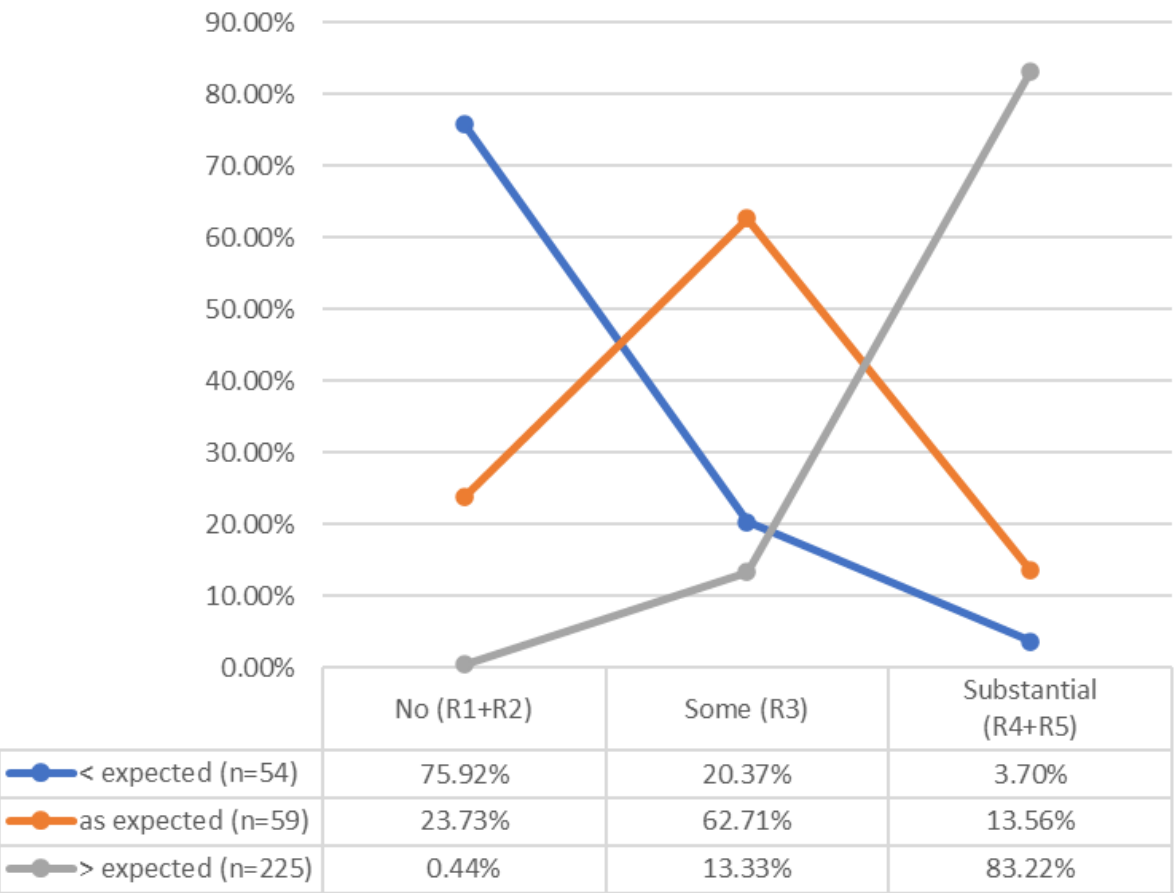
Average of Total Sample (n=338) separately for each item (n=16).
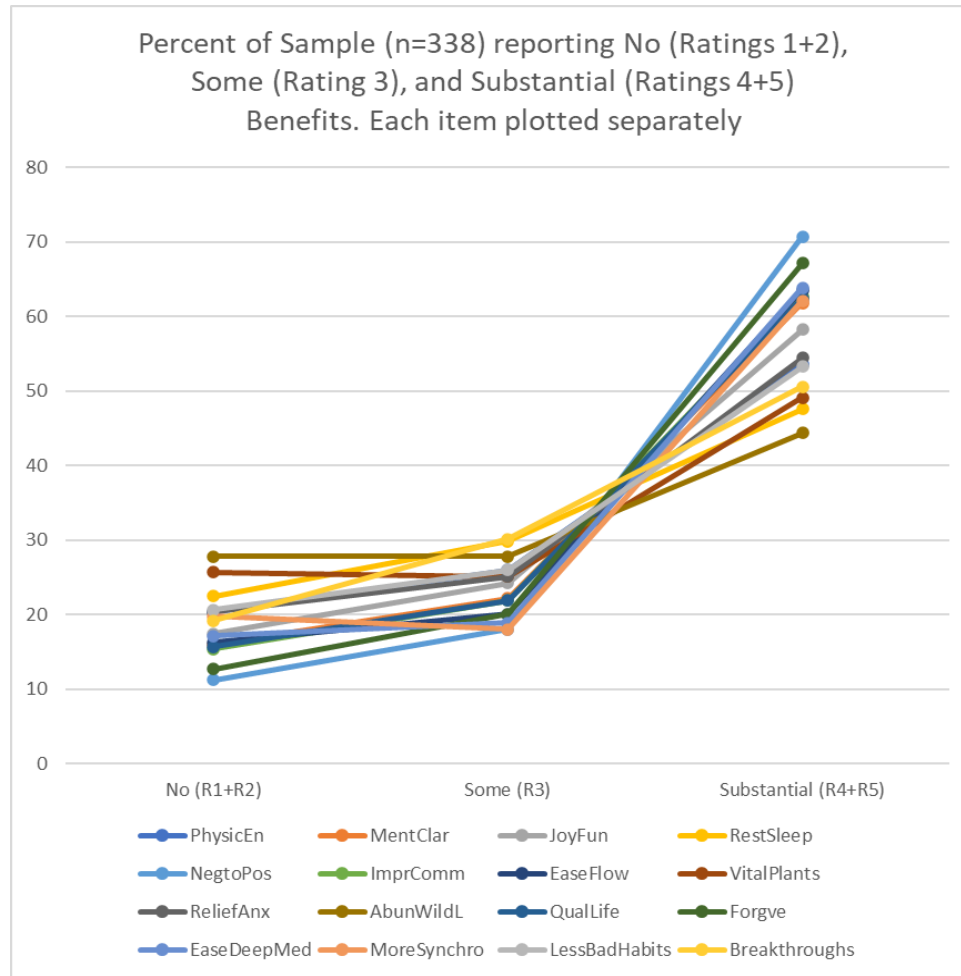
Average of Total Items (n=16) separately for each expect subgroup (n's = 54, 59, 225)

Percent of Sample (n=338) reporting No (Ratings 1+2), Some (Rating 3), and Substantial (Ratings 4+5) Benefits. Each item plotted separately

Legend: PhysicEn, MentClar, JoyFun, RestSleep, NegtoPos, ImprComm, EaseFlow, VitalPlants, ReliefAnx, AbunWildL, QualLife, Forgve, EaseDeepMed, MoreSynchro, LessBadHabits, Breakthroughs

Percent of < versus > expected benefits reporting No (Ratings 1+2), Some (Rating 3), and Substantial (Ratings 4+5) Benefits

	No (R1+R2)	Some (R3)	Substantial (R4+R5)
< expected (n=54)	75.92%	20.37%	3.70%
as expected (n=59)	23.73%	62.71%	13.56%
> expected (n=225)	0.44%	13.33%	83.22%

Ratings for Benefits > Expected (EDE 4+5; n=225)
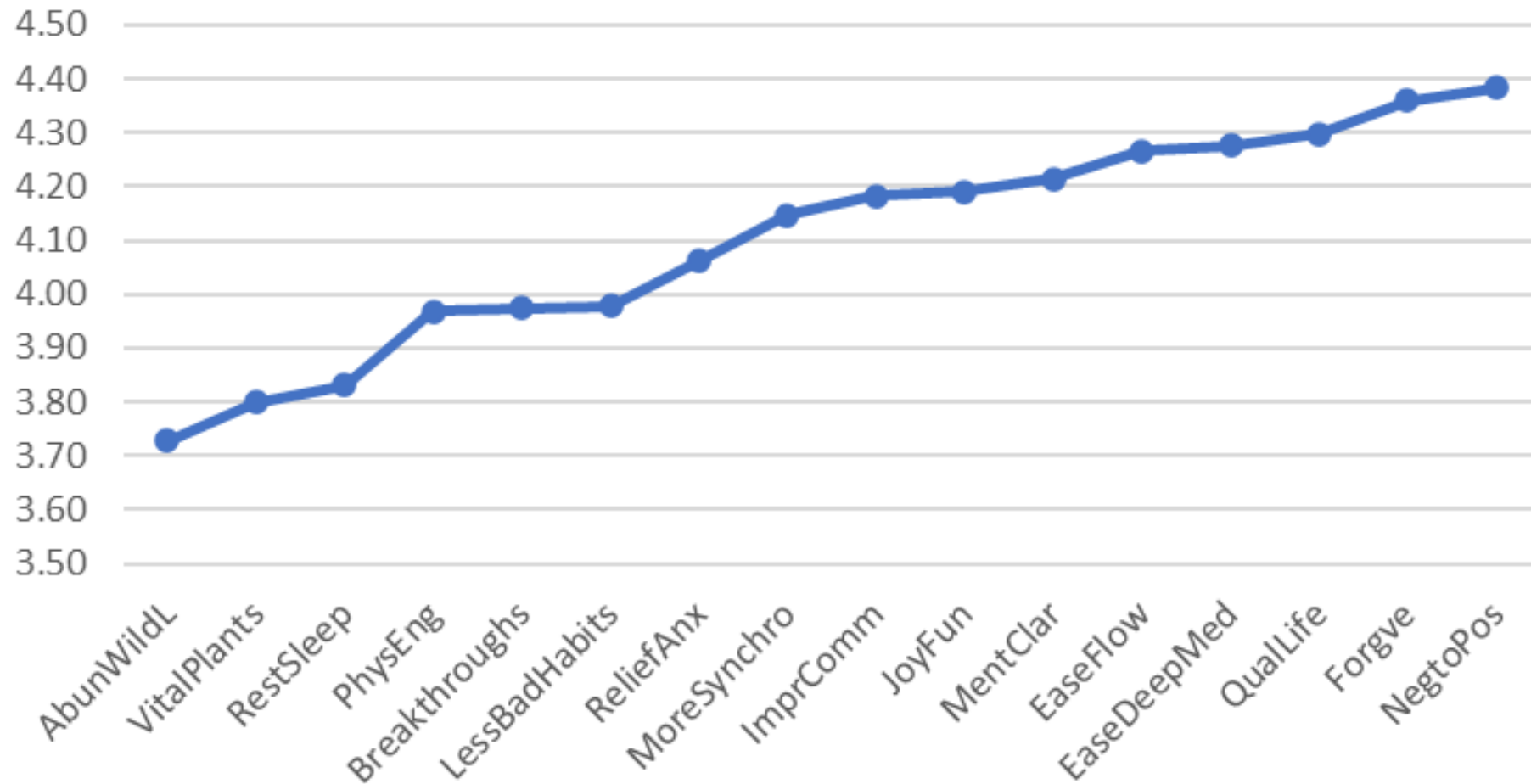
Ratings for Benefits = Expected (EDE 3; n=59)
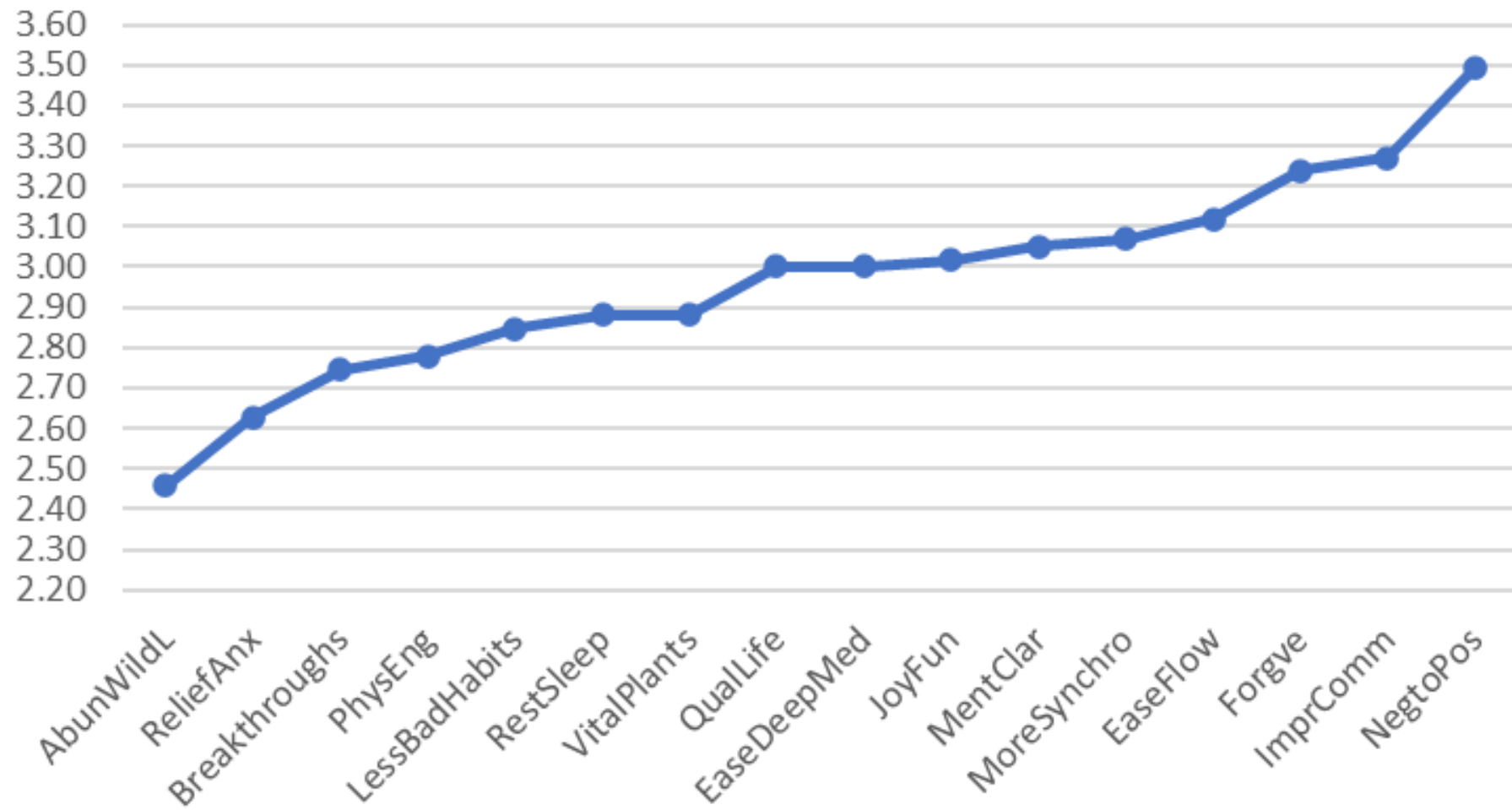
Ratings for Benefits > Expected (EDE 1+2; n=54)
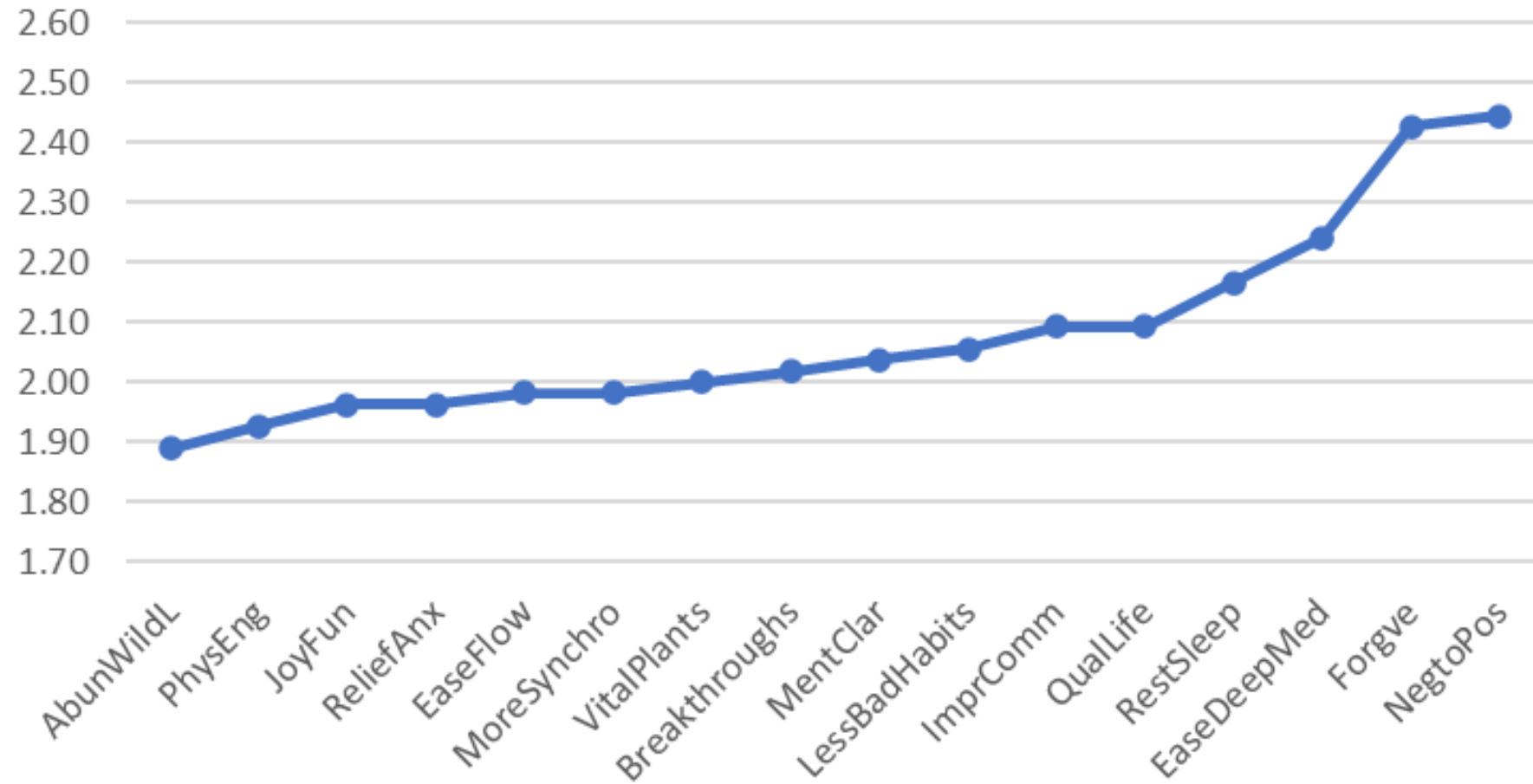
Common FLFE Experiences, Ranked by Frequency

The two most commonly experienced items while using the FLFE service are Forigiving more Easily and Choosing a Positive thought over a Negative thought.

	Rating
AbunWildL	3.21
VitalPlants	3.35
RestSleep	3.40
PhysEng	3.43
Breakthroughs	3.45
LessBadHabits	3.47
ReliefAnx	3.48
MoreSynchro	3.61
JoyFun	3.63
MentClar	3.66
ImprComm	3.69
EaseFlow	3.70
QualLife	3.72
EaseDeepMed	3.73
Forgve	3.86
NegtoPos	3.92

Expectation of Benefit vs. Benefit Received

Physical Energy
Mental Clarity
More Joy/Fun
More Restful Sleep
Positive to Negaitve
Improved Communication
More Ease & Flow
More Plant Growth
Less Anxiety
Abundance of Wildlife
Overall Quality of Life
Easier Forgiveness
Easier/Deeper Meditations
Notice More Synchronicities
Engaging Less in Bad Habits
Breakthroughs
Service Met Expectations

0%   Less Than   As Expected   Better Than Expected   100%

● Little to No Change   ● Some Change   ● Substantial Change

FIVE CONCLUSIONS

- Conclusion 1: It is possible to measure 16 commonly reported benefits from FLFE using a standardized questionnaire / survey.
- Conclusion 2: The majority (57.86%) of respondents in a large sample (n=338) survey report experiencing these benefits, and an additional 23.48% report experiencing some benefits. Only 18.66% of the respondents report minimal or no benefits.
- Conclusion 3: These substantial effects are replicated across genders and ages. They are also replicated across people experiencing the FLFE service for 3 months or longer, extending beyond 3 years.
- Conclusion 4: These substantial experienced benefits cannot be explained as being a simple placebo effect. *The majority (66.57%) of the respondents reported that their experiences of the benefits were greater than they expected, implying they were surprised by these positive observations and experiences.* Only 17.45% reported that the FLFE benefits were as they expected, while 15.97% indicated that the benefits were less than they expected.
- Conclusion 5: Altogether, the findings from this large scale, Phase I experiment support the claim that FLFE is having positive effects for a majority of users, and that Phase II research replicating and extending this research - including "how FLFE works" - is justified.

Conclusions & Observations

The FLFE Service delivers more than what most customers are expecting, and even those with low expectations experience benefits. This reveals that the service is much more than a placebo effect. Age and gender do not affect the experience, however, subscribers who are on the service for a longer time seem to receive even more benefits as time goes on.