The Psychology of Customer Service

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Learning Objectives

1. How to recognize customer expectations and manage them.
2. Learn the theory of Emotional Intelligence and Emotional Hijacking.
3. Learn techniques to increase positive customer experiences.
Why should we care about Customer Service?

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• Public relations
Affordable Care Act (ACA)

• 600,000 Additional Native American/Alaska Native consumers
• ACA = Consumer choices
Expectation:

Believing that something is going to happen or believing that something should be a certain way.
Expectations

Fail to Meet

neutral (average)

DELIght

Anger
Actively Manage Expectations

• Customers are coming in with expectations.

• Try to help them match your expectations (i.e., transparency).

• Actively manage customer’s expectations?
UNDER PROMISE AND OVER DELIVER

ALWAYS SET EXPECTATIONS SO YOU CAN MEET AND EXCEED THEM.

- THU TRAN -
Expectations

Fail to Meet

Anger

Neutral

Delight

Exceed
Emotional Intelligence (EQ)

• Your ability to recognize and understand emotions in yourself and others,

AND

• Your ability to use this awareness to manage your behavior and relationships.
So What Does that Mean?

EQ is not about being emotional.

It is about being smart with your emotions.
A Case for EQ

• EQ accounts for 58% of performance in all types of jobs
• 63% less turnover when job selection based on EQ
• With EQ training, formal grievances reduced by 80%
Components of Emotional Intelligence

• **Self-awareness**

• **Self-management** – You’re able to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.

• **Social awareness**

• **Relationship management**
Components of EQ

1. Self Awareness
2. Self Management
3. Social Awareness
4. Relationship Management
Managing Emotions

Ever wonder why sometimes you just snap or snap when you get home? Think of emotional management as well that slowly refills. Little out at time- out of gas, traffic, disagreement with coworker, boss upset bc you’re behind, kids got in trouble at school, dinner burned = snap. Don’t realize that the anger is the accumulation of day(s) or weeks worth of issues. Depth, holding capacity, refresh rate are variable between individuals. You can do things that slow or speed up the recharging process. Can be used for many things- cognitive ability, stress
Emotional Hijacking

• Opposite of Emotional Intelligence
• A state when an individual's reason is overpowered by his/her emotions.
3 Signs of Emotional Hijack

1. Strong emotional reaction
2. Sudden onset
3. “When you reflect later, you realize it was inappropriate”
Emotional Management - Prevention of Hijacking

Adjust your expectations

Recharge your well
Emotional Management- The Tipping Point

• Don’t escalate it
• It’s not about winning or being right
• Fail Fast

• ...but, what if?
Hold

3 seconds

Inhale  Exhale
EQ & Emotional Hijacking

Reason

Emotion
Inhale 3 seconds Exhale

Hold
References/Resources

• The Emotionally Intelligent Workplace: How to Select For, Measure, and Improve Emotional Intelligence in Individuals...
• Emotional Intelligence at Work: The Untapped Edge for Success
• Working with Emotional Intelligence
• Managing Patient Expectations: The Art of Finding and Keeping Loyal Patients
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