

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.

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- Better health outcomes
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- Public relations

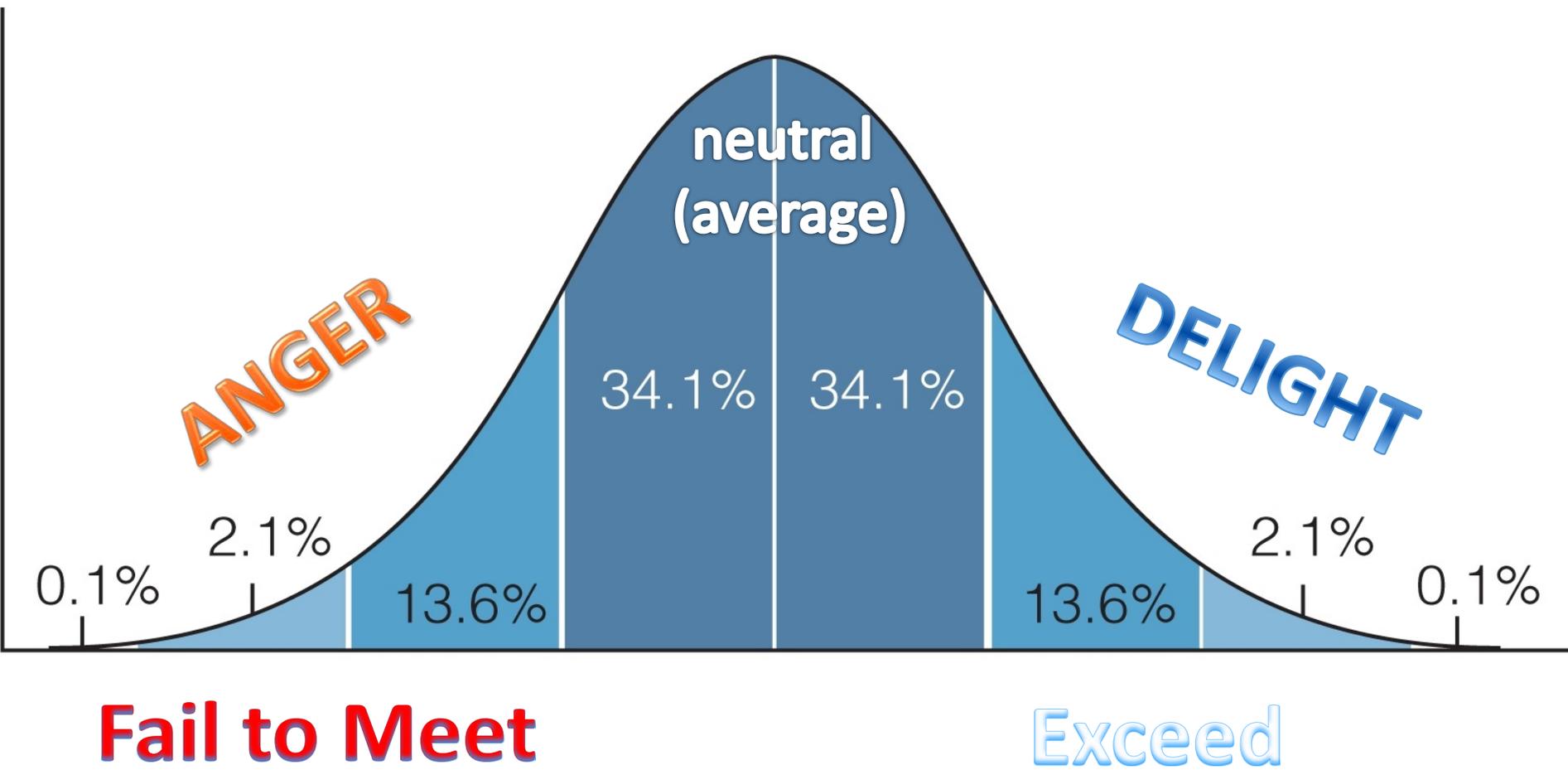
Affordable Care Act (ACA)

- 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



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

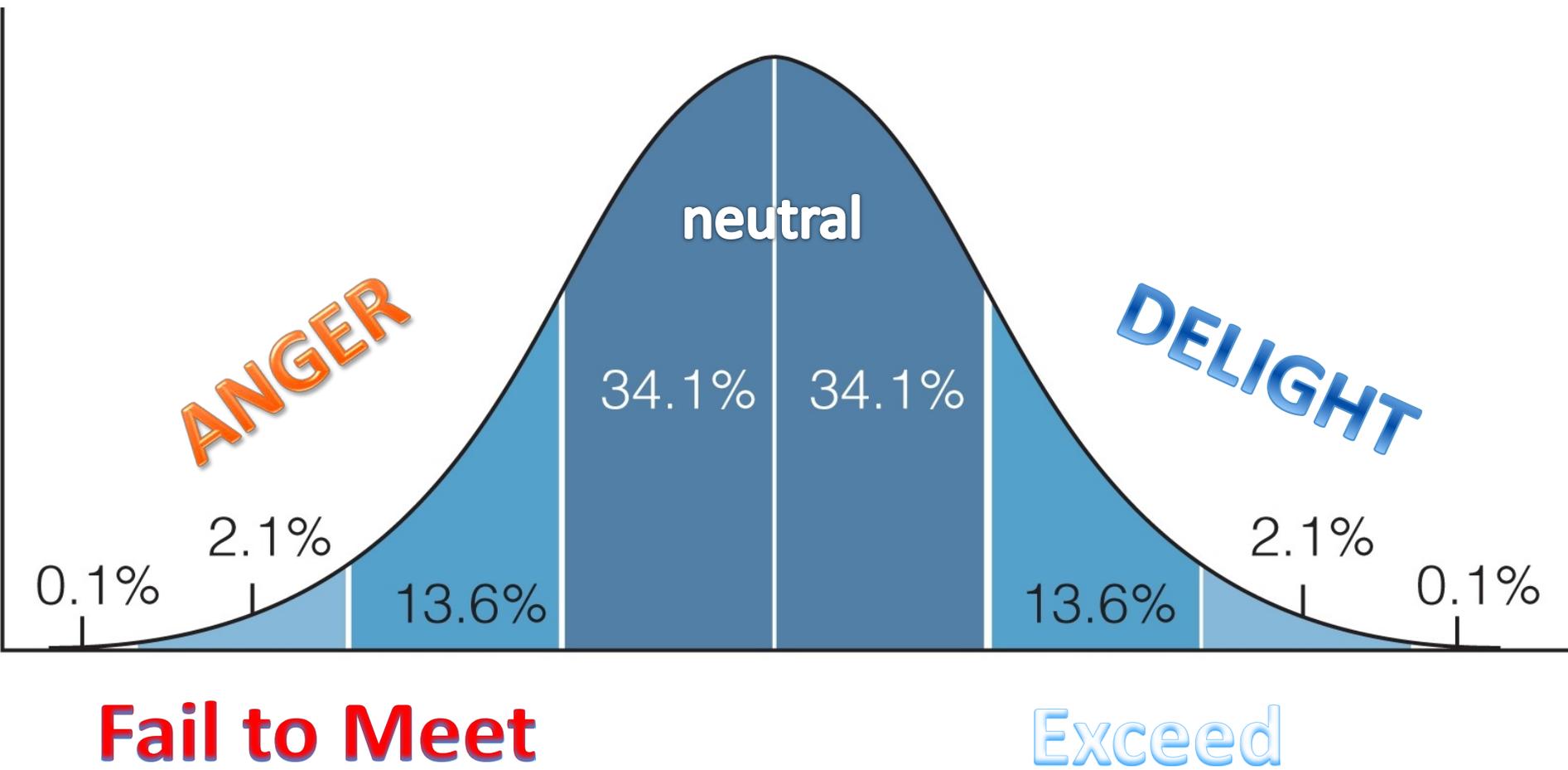


OVER DELIVER

ALWAYS SET EXPECTATIONS SO YOU
CAN MEET AND EXCEED THEM.

- THU TRAN -

Expectations



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.

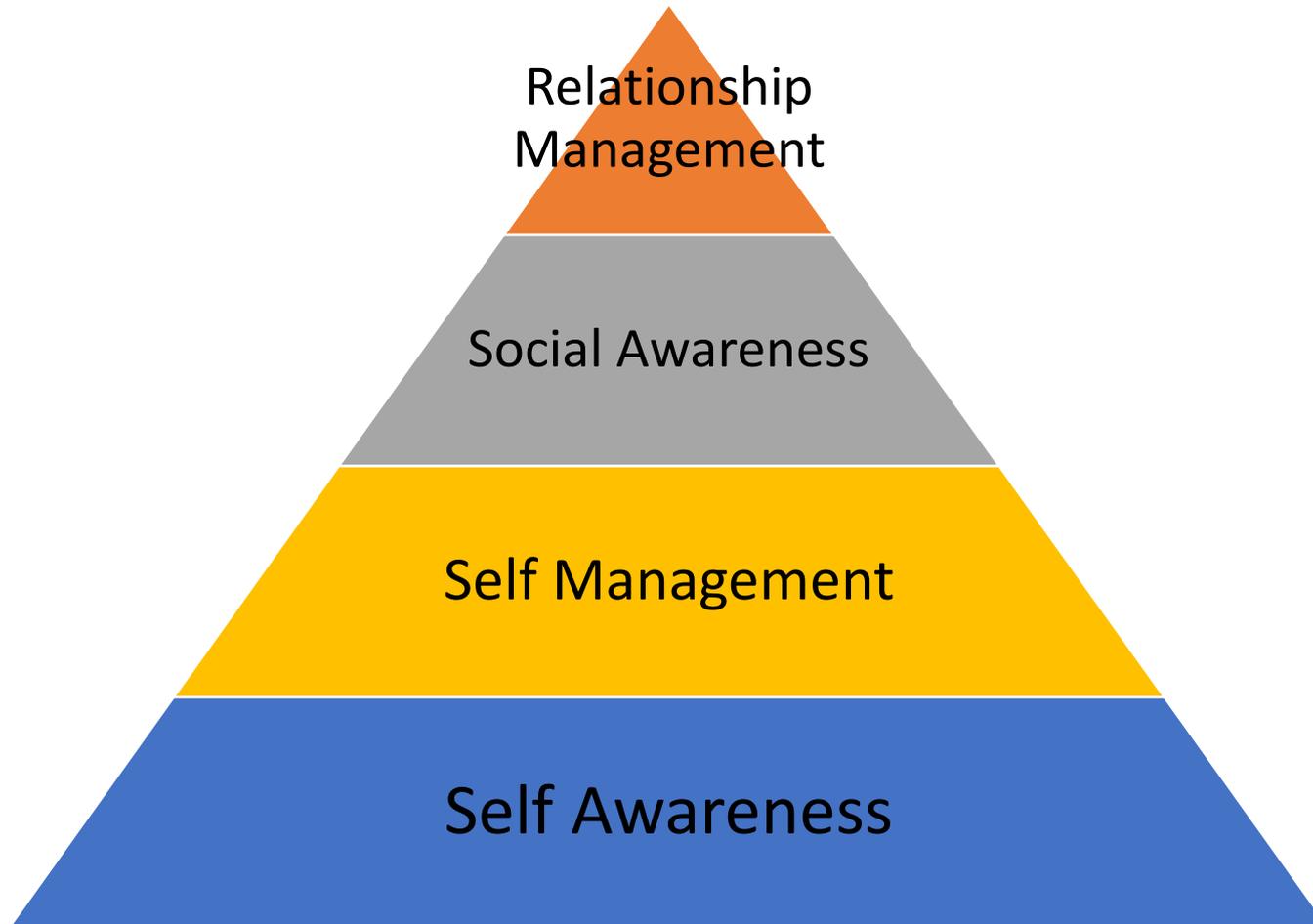
A Case for EQ

- 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



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.

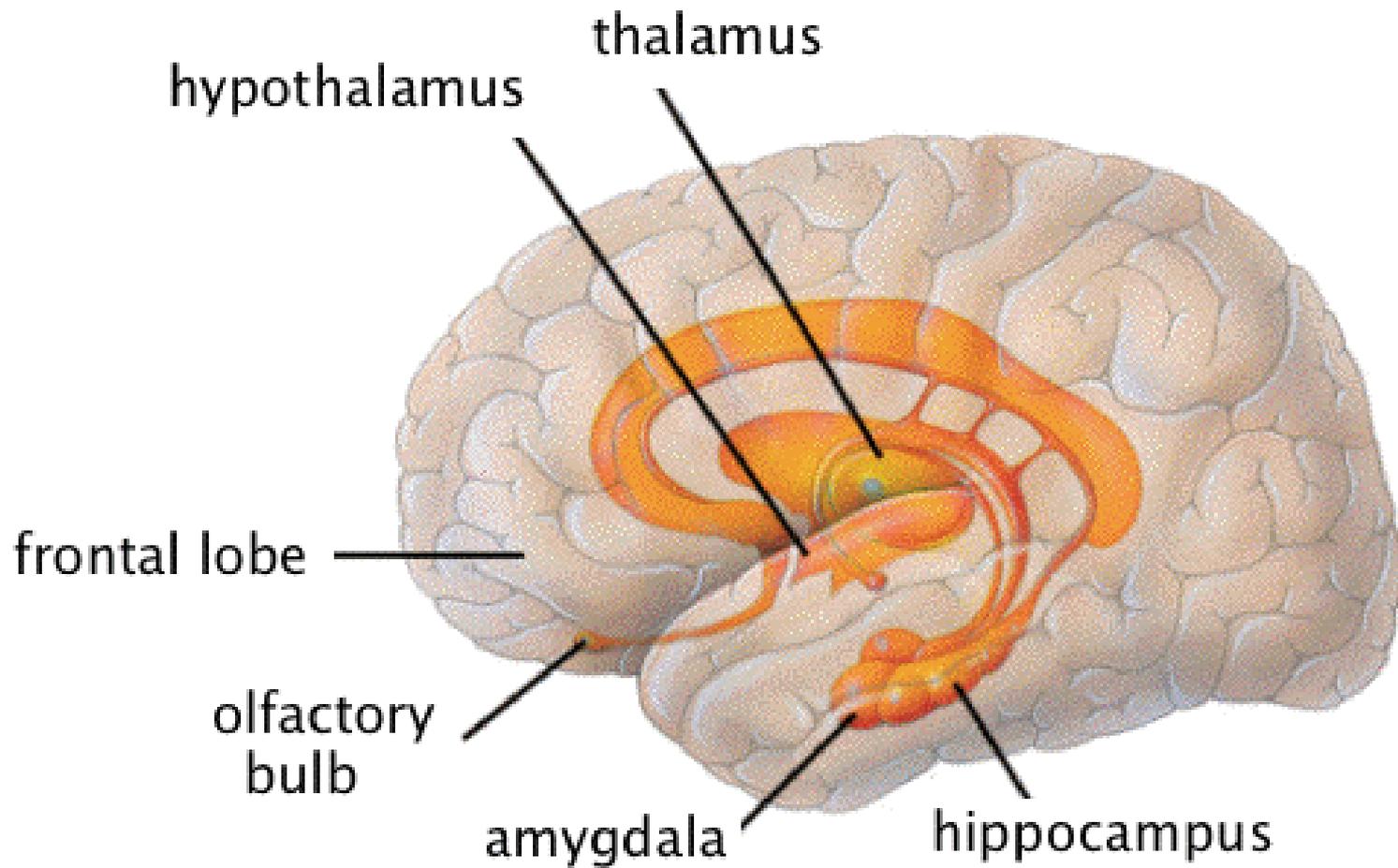
You can do things that slow or speed up the recharging process.

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

Recharge your well

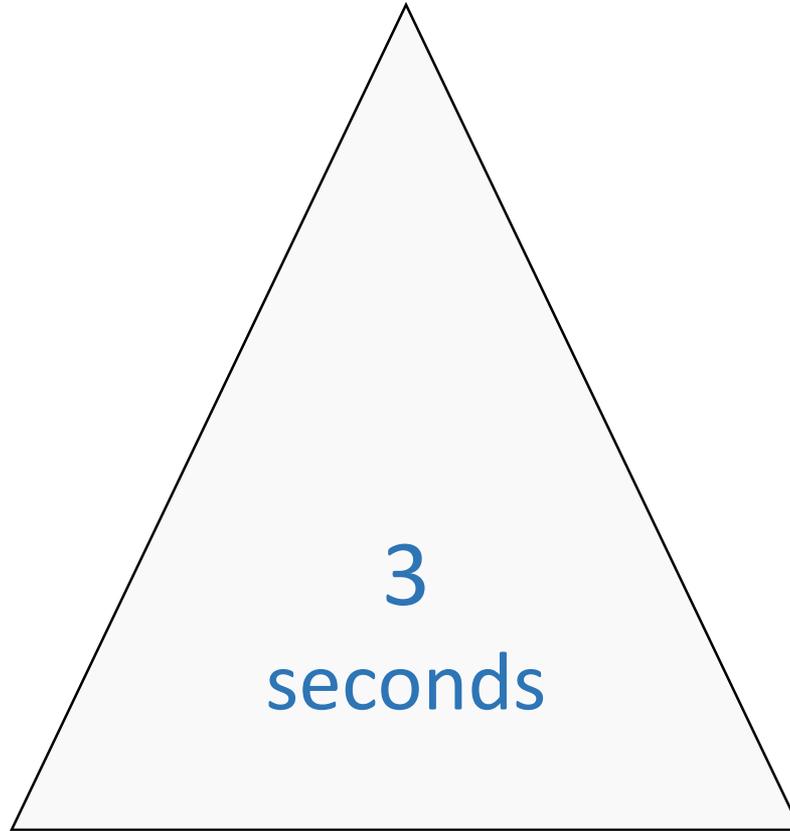
Adjust your expectations



Emotional Management- The Tipping Point

- Don't escalate it
 - It's not about winning or being right
 - Fail Fast
-
- ...but, what if?

Hold



Inhale

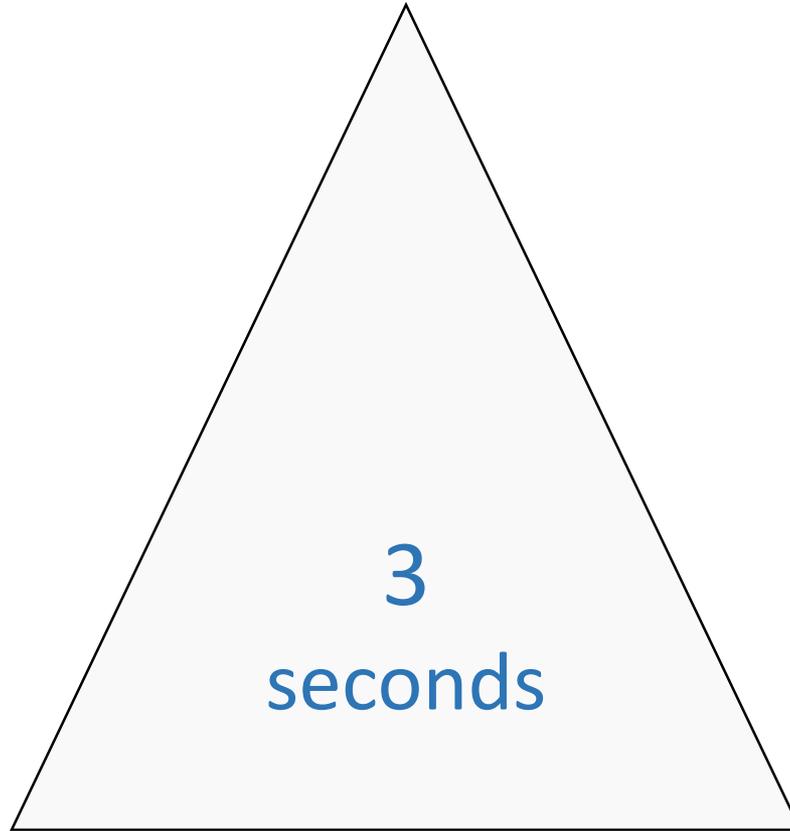
Exhale

EQ & Emotional Hijacking

Reason

Emotion

Hold



Inhale

Exhale

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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