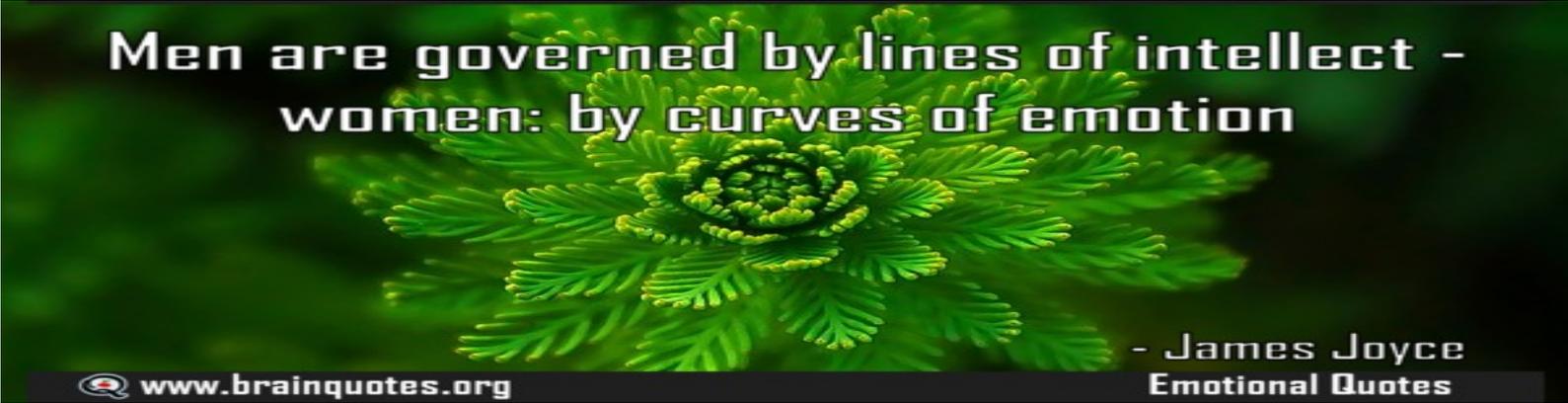


Emotional Success

The Impact on Customer Service



Men are governed by lines of intellect -
women: by curves of emotion



www.brainquotes.org

- James Joyce
Emotional Quotes

Agenda

- Introduction
- Goals and Objectives
- Emotional Intelligence Discussion
- 5 components of EI
- Definition of Customer Service
- Self Survey/Discussion
- Customer Service/Role Play
- Barriers for Health EI/CS
- Professional Accountability
- Best Practices

Goals

- To increase awareness of EI and customer service
- Learn the components of EI
- Learn to positively manage EI for improved customer outcomes.

Why EI?

“In the last decade or so, science has discovered a tremendous amount about the role emotions play in our lives.”

Researchers have found that even more than IQ, your emotional awareness and abilities to handle feelings will determine your success and happiness in all walks of life.

~John Gottman

The Human Condition

- People are suffering and are less resilient
- People are overwhelmed
- People want to feel appreciated
- People are one crisis away from decompensating
- People want a return on their investment
- Every person is reactive to their emotions which can be productive or poisonous

Emotional Intelligence

- The composite set of capabilities that enable a person to manage himself, herself, and others.
- Understanding one's own feelings, empathy for the feelings of others and the regulation of emotion in a way that enhances livings.

Emotional Intelligence



Five Components

- Self awareness - Having a deep understanding to one's emotions, strengths, weaknesses, needs and drives.
- Self regulation - Ongoing conversation with self which frees you from the imprisonment of your own feelings.
- Motivation/You - Deep inner desire to achieve.
- Empathy - Awareness of someone else's feelings
- Social Skills/Managing relationships - Use friendliness in order to get people to do what they want.



Customer service-the assistance and advice provided by a company to those people who buy or use its products and services.

Good -customer service means helping customers efficiently. In a friendly manner.

Excellent -customer service is providing help in a friendly manner, efficiently, and facilitating problem solving with a great attitude.

What is the definition of customer service

Customer service means all features, acts and information that augment the customer's ability to realise the potential value of a core product or service, according to Davidow and Udal (1989). Langlois and Tocquer (1998) went another step deeper and defined customer service as a process that creates service quality for customers and there are two dimensions: technical quality and relational quality. Technical quality relates to the benefits offered to customers like interest rate on a home loan, the length and security of the loan. Relational quality describes the nature of the interaction between customer and the company like the relationship between the customer and the loans officer.

The newsletter Quality Assurance Report (1997) stated that only when a company knows exactly what kind of service its customers expect, delivers on those expectations 100 percent of the time, at a price that customers are willing to pay, while still getting an acceptable return, can the company claim to excel in customer service. Expanding on that, Tschohl (1996) said that the bottom-line definition of service is "whatever your customers think it is." What the customer defines as service has changed radically through the years and will continue to change. Today's definition includes convenient location, breadth of selection, category dominance, and speed of transaction and can even mean competitive prices.

Quality customer service is the orientation of all resources and all people in a company toward customer satisfaction (Stevenin, 1996). All people include the Chief Executive Officer and not just those who deal face to face or voice to voice or fax to fax or computer to computer with customers. Service is selling, warehousing, delivering, inventorying or order selection, labour power, employee relations, adjustments, correspondence, billing, credit, finance and accounting, advertising and public relations and data processing. There is a service element in any activity pursued by any employee engaged in work for their employers because, ultimately, all their work impacts on real or perceived quality of the product or service purchased by the customer

Chapter 2: Literature Review

33

According to Tocquer and Cudennec (1998), service is defined as a process designed to create a particular customer experience. When a service company is able to create more value for customers than any of its competitors, it is usually because the top management has a clear idea about the key processes – usually less than five – that are critical for the company's success. Consequently, they can focus the company's energy and resources on improving its effectiveness.

2.3.2

How do you care for the customer?



Self Survey

What are your strengths and limitations?

How do these impact upon the way that you work with others?

How good are you at recognizing and managing your emotions?

How do you use emotions to go about making decisions?

5 Reasons for EI and Customer Service

Inculcate positivity and self motivation with staff.

Empathy enables you to better address customer needs.

Interpreting emotions leads to better client engagement

EI prepares and helps us to handle difficult situations

Manage client relationships and builds trust

Sales agents who were hired for EI sold 91,000 more than those hired for skill.



Servanthood Attitude

A customer is the most important visitor, on our premises.

He is not dependent on us.

We are dependent on him.

He is not an interruption on work.

He is the purpose of it.

He is not an outsider to our business.

He is part of it.

We are not doing him a favor by serving him...

He is doing us a favor by giving us the opportunity to do it.

Customer Service Examples

- What would you do?
- See Handout

High Emotional Intelligence

People are always aware of their specific feelings; the meaning of such feelings and how what they feel (at every moment) can affect the people around them -- especially the people they lead.

Emotional Barriers

Nature

- Biological
- Psychological
- Environmental
- Spiritual

Nurture

Abandonment

Abuse

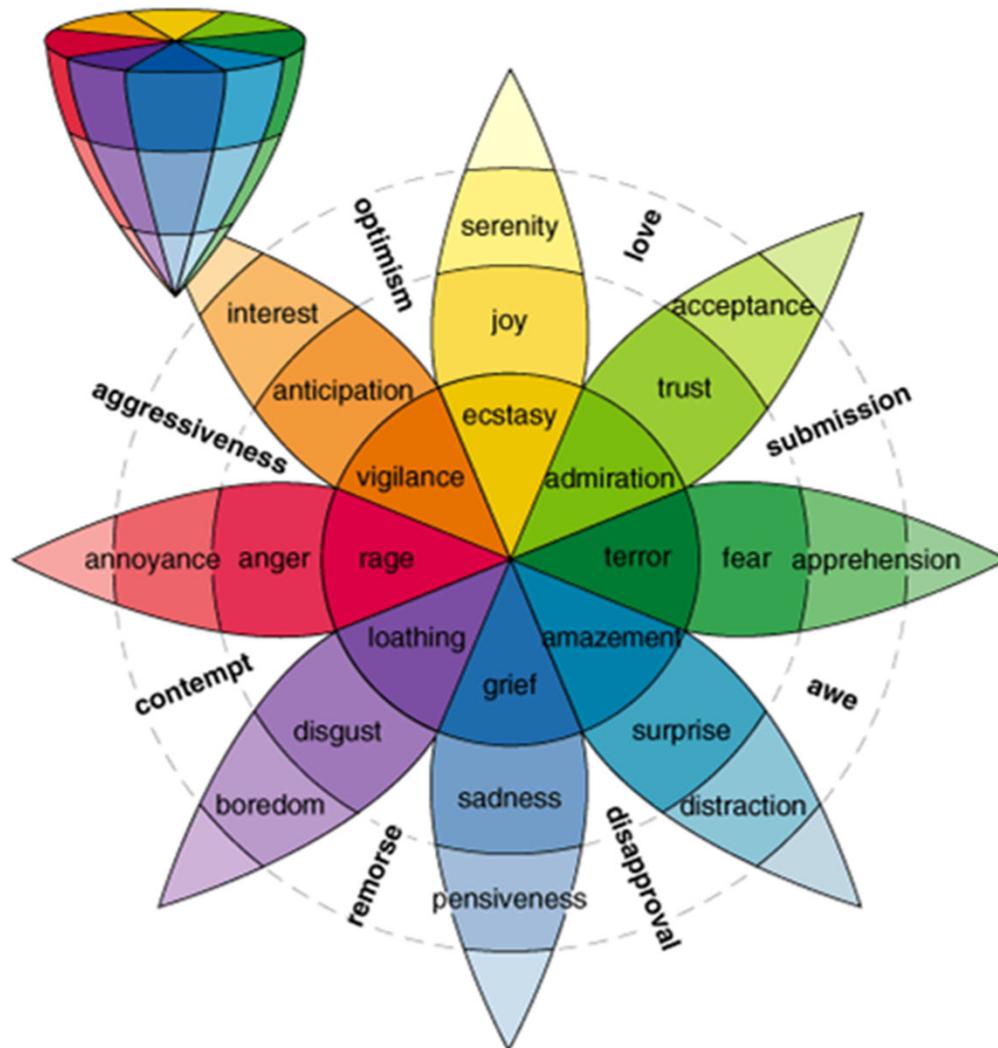
Addiction

EFT FOR PAIN



www.emofreetherapy.com

What is your personal emotional state?





When morality comes up against profit, it is
seldom that profit loses.

(Shirley Chisholm)

izquotes.com

Professional Accountability

Self-awareness

- ❑ **Emotional self-awareness:** Reading one's own emotions and recognizing the impact.
- ❑ **Accurate self-assessment:** Knowing one's strengths and limits.
- ❑ **Self-Confidence:** A sound sense of one's self worth and capabilities.

Self-management

- ❑ **Emotional Self-Control:** Keeping disruptive emotions and impulses under control.
- ❑ **Transparency:** Displaying honesty and integrity; trustworthiness.
- ❑ **Adaptability:** Flexibility in adapting to changing situations or overcoming obstacles.
- ❑ **Achievement:** The drive to improve performance to meet inner standards of excellence.
- ❑ **Initiative:** Reading to act and seize opportunities.
- ❑ **Optimism:** Seeing the upside in events.

Professional Accountability

Social awareness

- ❑ **Empathy:** Sensing others' emotions, understanding their perspective and taking active interest in their concerns.
- ❑ **Organizational awareness:** Reading the currents, decision networks, and politics at the organizational level.
- ❑ **Service Orientation:** Recognizing and meeting follower, client, or customer needs.

Relationship Management

- ❑ **Inspirational Leadership:** Guiding with vision.
- ❑ **Influence:** Tactics for persuasion.
- ❑ **Developing Others:** Bolstering others.
- ❑ **Change Catalyst:** Initiating, managing, and leading in a new direction.
- ❑ **Conflict Management:** Resolving disagreements.
- ❑ **Building Bonds:** Cultivating and maintaining a web of relationships.
- ❑ **Teamwork and Collaboration:** Cooperation and team building.

Best Practices

- The Customer is Always Right
- Produce high quality service from the customers perspective, rather than what management thinks
- Customer Empathy-Put yourself in the customers shoes
- Design delivery systems which meets customers needs and expectations.
- Total customer service-improving product, and service quality, anticipating customer needs, building effective alliances with customers.
- Maintain competitive pricing in order to create service value.
- Build relationships with customers to continue to discover needs that is particular to the customer or client.
 - How do you want to be served?



**Hope is an attitude, a
state of BEing. It has a
way of enduring, even in
the darkest of places.**

QUESTIONS

Dr. Christal L. Eason

- www.drchristaleason.com
- Facebook: Christal Lawson Eason
- Instagram: Dr. Christal L. Eason
- Twitter: Dr. Christal L. Eason

- Contact: Email: ChristalEason1226@gmail.com
- CLE Strategic Solutions LLC
- 18444 W. 10 Mile Rd
- Southfield MI 48076