



Increase Empathy in Your Multigenerational Customer Experience Center

Achieving Success through Understanding

Engage with us!



Audio Settings

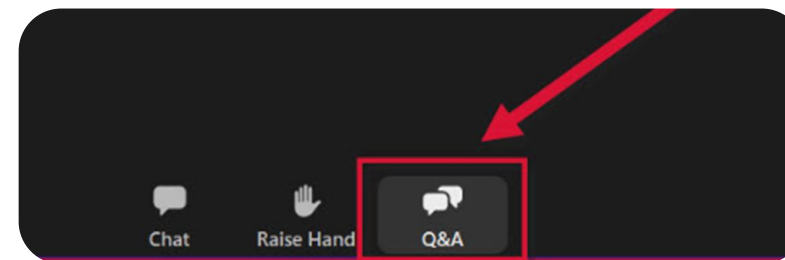
Select your audio settings and your speaker. Everyone will be muted during the webinar.



Chat

Add examples, ask questions, or participate with the presenter and your peers. You can share your message with everyone or just one individual.

Use the QA feature for questions



Follow-up

If you have questions after the Webinar, send a message to vgates@playvox.com. We also would love to connect with you on LinkedIn!

Changing Customer Expectations



Taking a **Pulse**

How have Customer Expectations Changed?

Study of 13,200 Consumers and 3,916 Business Buyers, 29 Countries

- 88% feel trust is more important in times of change
- 73% expect companies to understand their unique needs and expectations
- 68% have purchased products in new ways over the past two years
- **71% have switched brands at least once in the last year**

Source: Salesforce Research - State of the Connected Customer, 5th edition, 2022



Taking a **Pulse**

Consumer Expectations



1,000 Consumers surveyed, age 18-65 in the U.S.

- 96% will leave for bad Customer Service (CS)
- As a customer's income rises, so does their willingness to switch brands
- For those under age 40, 57% felt customer service had improved in the last year
- For those over 40, only 41% felt customer service had improved
 - Over 40 prefer telephone
 - Under 40 prefer digital channels
- 62% are willing to pay more for good CS

Source: Shep Hyken, The 2020 ACA Survey: Achieving Customer Amazement

What is Excellent Customer Service?

Good

- Fast
- Knowledgeable

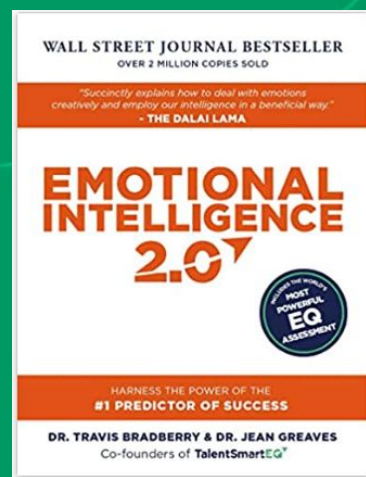
Great

- Trust
- Empathy
- Kindness
- Respect
- Feeling like a Valued Customer

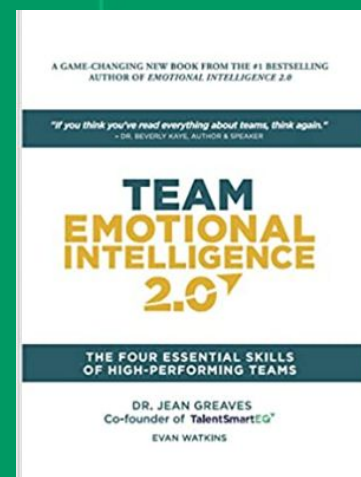


Emotional Intelligence

- Recommended Reading:



Emotional Intelligence 2.0



Team Emotional Intelligence 2.0

- www.talentsmarteq.com

- Free EQ Quiz

- Institute for Health and Human Potential (IHHP) - www.ihhp.com

“The ability to identify and regulate our own emotions, to recognize the emotions of other people and feel empathy toward them, and to use these abilities to communicate effectively and build healthy, productive relationships with others”

- Harvard Health Publishing

Tips for Leaders - Empathy

“Seek first to understand, then to be understood”

- Stephen Covey, The 7 Habits of Highly Successful People

Messaging to Your Teams:

- Each of us developing our Emotional Intelligence (EQ) is a healthy practice, and a personal asset
 - “Research from Harvard Business School demonstrated that EQ counts for twice as much as IQ and Technical Skills in determining who will be successful!” - IHHP
- There is no “right” EQ score. What matters is personal development
- Developing empathy, emotional intelligence, and active listening skills are key to exceptional CS

Current Generational Timeline

More than 50% of Today's Workforce is Millennial or Gen Z



B

Optimistic

Baby Boomers
1946 - 1964

X

Self-Reliant

Gen X
1965 - 1980

Y

Tech-Savvy

Millennials (Gen Y)
1981 - 1996

Z

Inclusive

Gen Z
1997 - Present

Different Preferences and Perspectives

Baby Boomers	Gen X	Millennials	Gen Z
<p data-bbox="333 774 833 915">Preferred Communication</p> <ul data-bbox="333 1022 759 1219" style="list-style-type: none"> ● Face-to-Face ● E-mail ● Phone Call 	<p data-bbox="1049 774 1549 915">Preferred Communication</p> <ul data-bbox="1049 1022 1476 1144" style="list-style-type: none"> ● Face-to-Face ● E-mail 	<p data-bbox="1782 774 2282 915">Preferred Communication</p> <ul data-bbox="1782 1022 2259 1290" style="list-style-type: none"> ● Text Messaging Apps ● Social Media ● E-mail 	<p data-bbox="2548 774 3048 915">Preferred Communication</p> <ul data-bbox="2548 1022 3025 1219" style="list-style-type: none"> ● Text Messaging Apps ● Social Media

Where you can - align communication channels to the customer preferences

Sources: NTT Data, Gallup, Purdue University, Workforce Institute

POLL:

In a Customer Service scenario, what is your preferred communication method?

- a) In-Person
- b) Phone Call
- c) Video Call
- d) Text Message
- e) E-mail
- f) Social Media Response

Language that Shows Empathy

General Use

- “I would be upset, too.”
- “I realize how complicated it is to ...”
- “I can imagine how frustrating that would be.”

If the Customer Reaction is over the top, but you still want to be empathetic

- “I can understand why you have followed up on this issue.”
- “I do realize that the [insert task name] process can be time-consuming.”
- “It certainly makes sense that you contacted me again to ask about this.”
- “I’m so glad you let us know about this.”

Source: Leslie O’Flahavan, ICMI, 20 WAYS TO EMPATHIZE WITH STRESSED-OUT CUSTOMERS, March, 2020

Language that Shows Empathy

Social Media often Requires Shorter Responses

- "Oh no!"
- "That's not right!"
- "That's not what we like to hear!"
- "We've let you down, and we never want to do that."
- "Yikes! That's not how we want our customers to feel."

And Don't Forget - Reuse the Customer's Words in Your Responses

Subscribe to our Blog at playvox.com/blog/ for additional great content on empathy and improving CX

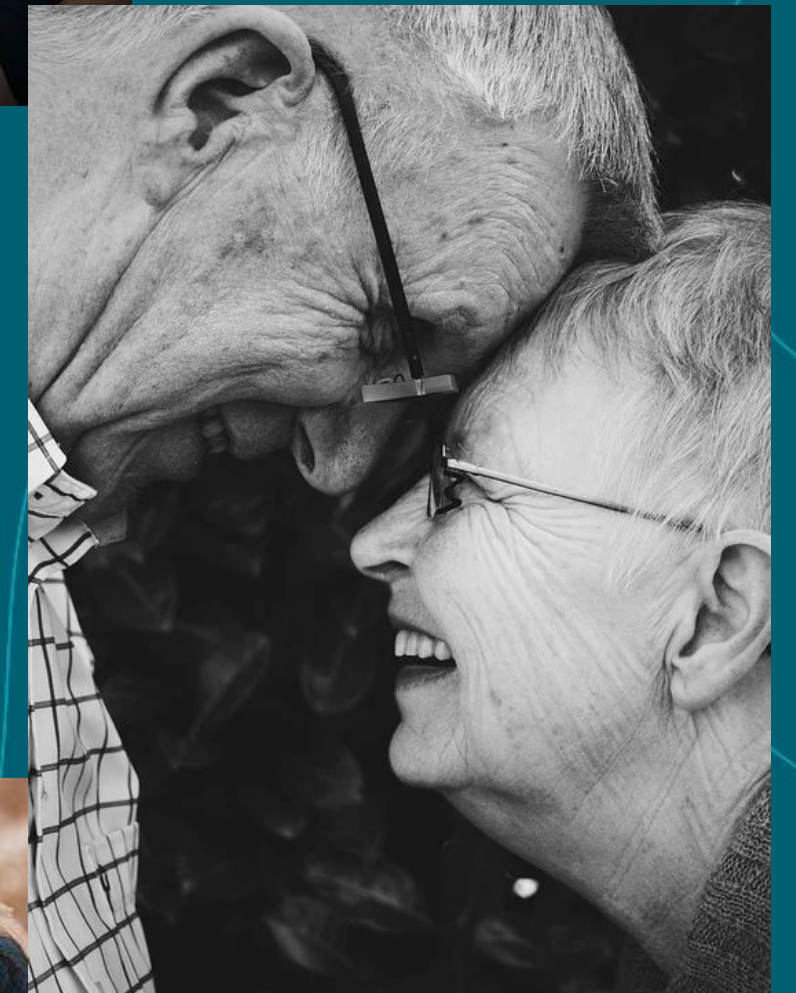
Source: Leslie O'Flahavan, ICMI, 20 WAYS TO EMPATHIZE WITH STRESSED-OUT CUSTOMERS, March, 2020

Tips for Leaders

- Create a culture where Empathy and EQ are recognized and celebrated
- Multi-Generational Roleplay
 - Make it Fun!
- Regular Training - Not just “One and Done”
- Weekly Agent EQ Success Stories
- Incorporate into Your Quality Assurance Processes
 - Checkout our blog “Building and Using a Customer Service Scorecard with Empathy Statements”
- Customer Testimonials



Tips for Team Members



- Invest in the Training: Higher EQ = Greater Personal Success
- Practice empathy - ask yourself, “What would the perspective of my customer be, and why?”
- Ask for perspectives from teammates and personal contacts that are from different generations
- Review past customer interactions to continually improve
- Picture Your Customers
 - Keep photos nearby of loved ones that align with the generations you are serving

Workforce Engagement Management

Workforce Management

Intelligently forecast, schedule, and monitor your workforce without the need of specialized resources or data analysts



Quality

Easily identify and prioritize areas for skill development in your customer service teams



Performance

Track agent performance and measure the impact of your QA process



Coaching

Solve and improve issues in quality, behavior, compliance, soft skills, customer experience, among many others



Customer AI NEW

Uncover sentiment, intent and interaction topics with advanced text-based analysis and direct customer surveys



Motivation

Recognize and reward your agents with points that they can exchange for gifts, based on their Quality, Coaching, Learning and overall Playvox results



Learning

Easily create and provide your customer service teams with courses, learning paths and quizzes to ensure continual skill development



How Can Playvox Help?

Motivation

Recognize and Reward Agents Beyond Quality Scores

- Recognize agents with badges and leaderboards
- Award points for various activities such as creating Community posts, signing evaluations, completing coaching sessions
- Create a virtual water cooler with Communities
- Allow agents to share best practices and meld together as a team regardless of their location



Recognize

USERS

Rami Felding

CHOOSE RECOGNITION

<p>Employee Of The Mo... Employee of the month Karma points: +50</p>	<p>Do It Now Do it now Karma points: +5</p>	<p>Change Is Good Change is good Karma points: +9</p>	<p>You're A Closer You're a closer Karma points: +7</p>

Cancel Accept

SEARCH FOR BHASHTAGS, WIDEA, HQUESTION

Shared notes

Happy Week!! Congratulations on achieving the sales target of the month! We'd also like to take this opportunity to thank everyone for an excellent performance!

Team of the month:
ONBOARDING TEAM!!!!!!!

Playvox!!

Everything you need to evaluate service quality in one centralized place. Playvox is a quality assurance software that simplifies...
[show more](#)

Last update: About 3 hours ago by Jana Debusk

Groups

- General
- Brasil
- Kogan - Cold Calling Forum
- Success

LATEST RECOGNITIONS

Recognized	Badge	About 2 hours ago
Recognized	Badge	About 4 hours ago
Recognized	Badge	About 5 hours ago

See more

KARMA LEVEL UP

Lilian Friedel received a Do It Now badge
Do it now

4 likes, 1 comment

Natalia Gaviria
GREAT!

3 months ago, 1 like

Amy Rooney
About a month ago

Learning session: Anthony's LMS Sessions for Team

0% Completed	1 Person	Overdue Days to go
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Like Comment Recognize

How Can Playvox Help?

Learning

Equip Everyone With the Skills to Excel From Anywhere, Anytime

- Onboard new team members, introduce new concepts, and close skill gaps
- Meet learning requirements the digital-native workforce with video and other multimedia courses
- Create individualized learning pathways with equal access for all



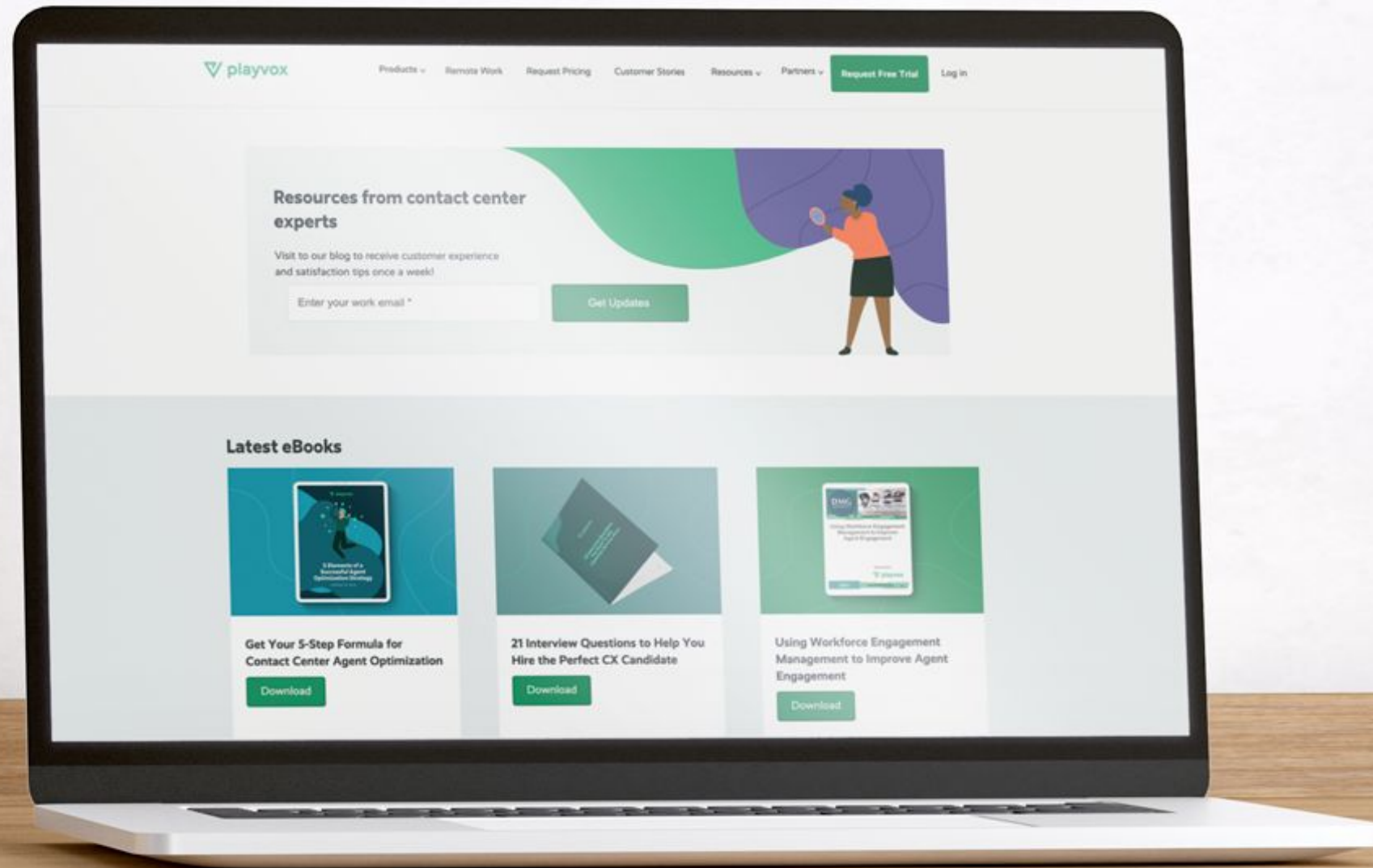
The image displays three overlapping screenshots of the Playvox LMS interface. The top screenshot shows a 'NEW LEARNING PATHS (10)' section with two cards: 'Company X - Onboarding - Dia #1' (1 Course / 2 Activities) and '2020 Holiday Product Promotion' (2 Courses / 5 Activities). Below this is a 'SKILLS (10)' section with four category cards: 'Management' (6 Courses), 'People' (9 Courses), 'Customer Success', and 'Sales'. The bottom screenshot shows a 'LIBRARY / COURSE DETAIL' view for 'Empathy in the Workplace'. It includes a 'START COURSE' button, a 'History and ...' button, and an 'Unenroll' link. A progress bar indicates '0% Completed (0/2)'. Below the progress bar, there are sections for 'Course sections (2)' and 'More info', with the first section being 'DEFINING EMPATHY' (1 Activity) and the second being 'BUILDING RELATIONSHIPS' (1 Activity).

QUESTIONS?



Visit Our Resource Center

playvox.com/resources



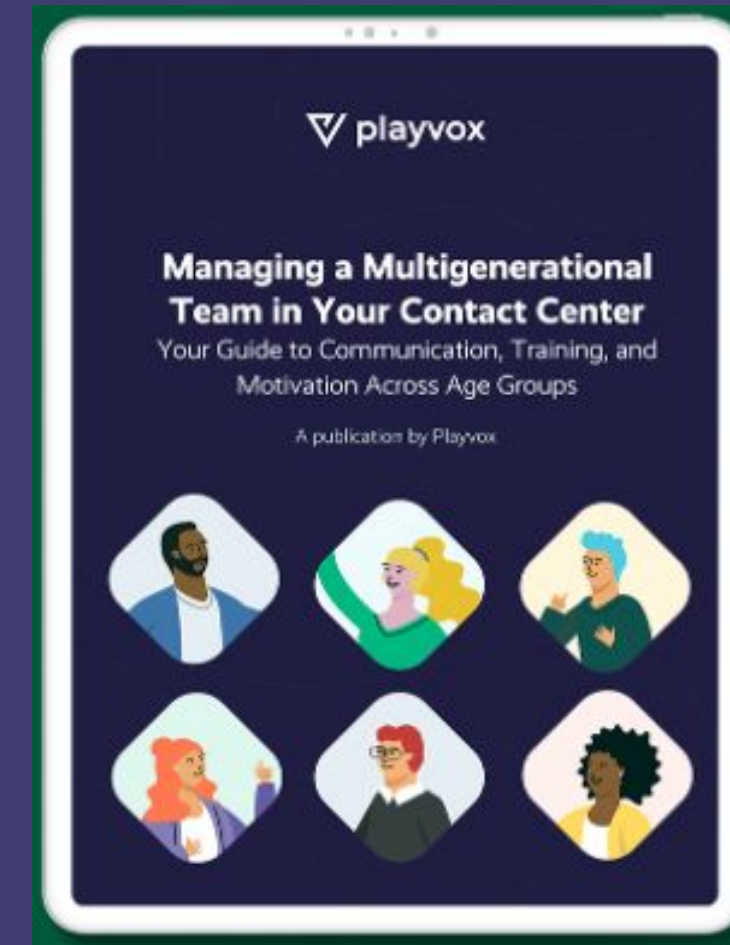
**Want to know more?
FREE EBOOK**

How to Manage a Multi-Generational Team in Your Contact Center

Visit our Resource Center

playvox.com/resources

- How to Manage & Motivate Millennials in the Contact Center
- Building & Using a Customer Service Scorecard with Empathy Statements
- 31 Empathy Statements to Improve Your Customer Service
- How Retirees Returning to the Workforce Benefits Your Contact Center



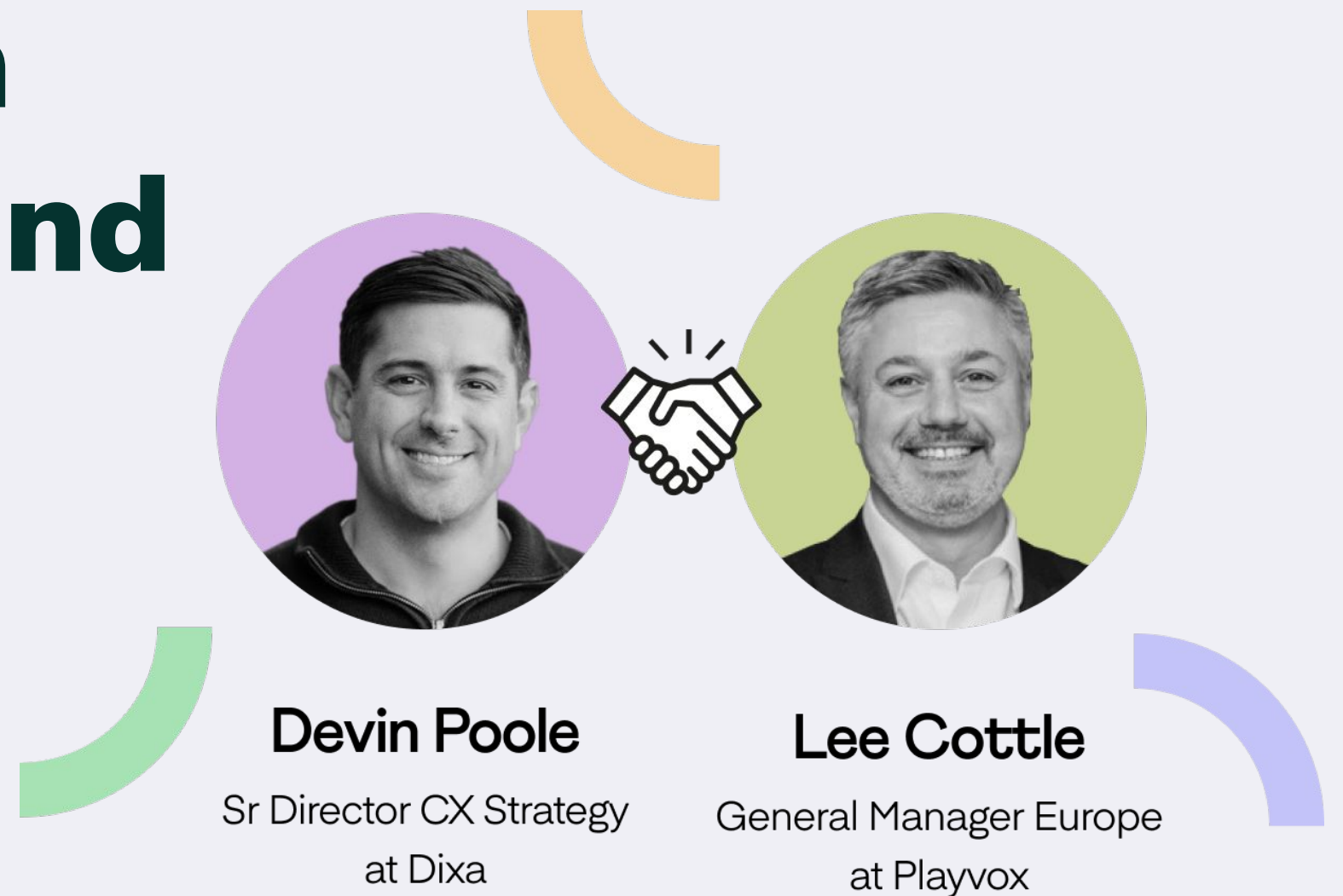
Poll



Join us for our next Webinar:

The Key to Offering a Frictionless End-To-End Customer Service Experience

Wednesday, July 27th
12 PM ET



Thanks!



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