

DID YOU KNOW?



[Emotion: The Missing Link in Customer Experience](#) (2m:41s)

TEST YOUR KNOWLEDGE

- A) Most customers will lose brand loyalty after just one single poor experience. (True/False)
- B) 91% of unhappy customers who are non-complainers simply leave. (True/False)
- C) It's easier to attract a new customer than to earn back a dissatisfied customer. (True/False)
- D) Customers can hear a smile over the phone. (True/False)

Check your answers below.

Answers: A) True B)True C)False D)True

Hello,

I'm back with our second issue of Customer Experience (CX) News. In this issue, I'm sharing empathy statements that can help during customer calls. So what is empathy? Empathy is understanding another person's thoughts, feelings, and condition from their point of view, rather than from your own.

Tip #1 Use empathy statements.

When using the phone, empathy statements allow us to establish a connection with the person we're communicating with. These statements create trust and mutual understanding, which can bring great benefits to our customer and Team Member interactions.

"I would feel the same in your situation, but we will sort this out ..."

"I know how frustrating it can be - let's see how I can help you ..."

"I completely understand how frustrating it is ..."

"If I were in your position, i would feel exactly the same ..."

"I appreciate you bringing this to our attention ..."

"We will help get this issue resolved."