

The Art of Connection

Connecting with clients to deliver a more enriching client experience

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Customer Experience Designer

{Empathy}

The secret to connection



Empathy in business

- Conveys concern
- Builds trust
- Strengthens relationships
- Translates into profits

Scores $>$ median
delivered \$1.2m more
profit



Empathy at Apple

Expressing genuine concern

1 of top 10 factors for customer satisfaction with
claims process, according to J.D. Power

4 Ways to Connect

1. Get in the client's shoes
2. Listen for and resolve all customer concerns *(leaving no stone unturned)*
3. Speak in terms of the client's interest
4. Acknowledge. Engage. Be human.

Get in their shoes



Feel. Imagine. Do.



Listen

Empathic Listening

- Listening with full intent to not only words, but other signals....
- Tone
- Pace, volume, flow, emphasis
- Being able to feel/sense the situation from the other person's perspective

Speak in
client's
interest



info: Please wait for a QVC representative to respond.

info: Welcome to QVC's live chat service. This is 'Kathi P'. How may I help you?

Myra Golden: Hi Kathi. Can you tell me the status of my return of the Canon HV30 camcorder?

Kathi P: Thanks for waiting.

Kathi P: I'll be glad to check for you.

Kathi P: Thank you for waiting while I check on this for you.

Kathi P: Thanks for waiting.

Kathi P: I appreciate your patience.

Kathi P: Ms Golden, I'm so sorry the Canon Vixia HV30 MiniDV HD Camcorder hasn't been processed as of yet. I know you're anxious to have this completed. The return processing time can take up to 17 days from the date an order is returned to QVC. I hope your item is processed soon.

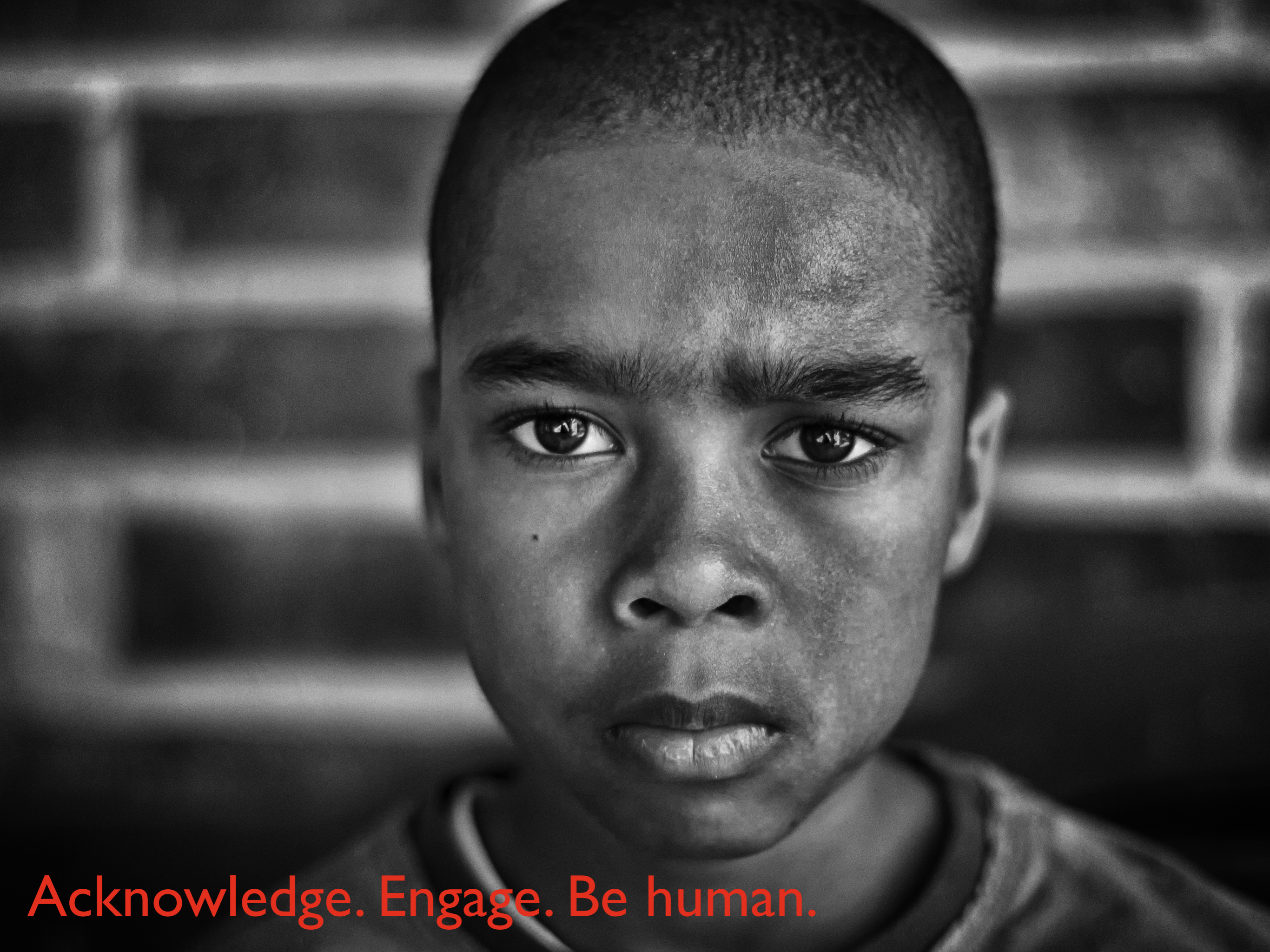
Myra Golden: Thank you.

Kathi P: You're certainly welcome, my pleasure! Have a wonderful day and please don't hesitate to contact us anytime, we're always glad to help.

info: Your chat transcript will be sent to myra@myragolden.com at the end of your chat.

Identify a situation

And speak in terms of the client's interest



Acknowledge. Engage. Be human.

Feel. Imagine. Do.



Start

Stop

Continue

Thank you.