

# Soft Skills for a Delightful Customer Experience

Connection, Acknowledgement & Empathy

**Myra Golden**

Customer Experience Designer

Indifference  
No effort to dig deeper  
Lack of friendliness

# 4 Keys To The Best Customer Experience

- Connection
- Recovery
- Empathy
- De-escalation

# 3 Truths & a Lie

1. I have run a half-marathon
2. I'm an introvert
3. I was born in Texas
4. I love Nutter Butters

What is the best support  
experience you've had?

(The person with the most siblings will lead this discussion.)

What is the worst customer service  
you've had over the telephone?

(The one person in your group who thinks they've had the worst  
experience will share.)

The issue isn't the issue.

# The issue isn't the issue.

The way the issue is handled becomes the issue.



[www.davecarrollmusic.com](http://www.davecarrollmusic.com)

United Breaks Guitars

**On Aug 28, 10:54 AM, Myra Golden wrote:**

*I just received my very first Blue Apron order. To my disappointment, the gold lentils bag had a small hole in it and many of the lentils spilled in the box. Additionally, one of the heirloom tomatoes is rotten.*

**Blue Apron Response received On Aug 28, 11:42 AM**

*Thanks for reaching out about this issue, Myra.*

*I'm so disappointed to hear that your lentils spilled during transit. I hate to think that you won't be able to fully enjoy your meals, and had this mess to clean.*

*I've sent your feedback over to my Quality team -and this feedback will help us ensure that this won't happen in the future.*

*I wish I could help clean this up myself, however, as an apology, I've applied a credit for \$19.98 toward a future order. To see this credit reflected on your account, you can click on the calendar date for your upcoming order in the "Delivery Schedule" section of the "My Account" page on our website.*

*I know this isn't the same as receiving a perfect shipment in the first place. However, I hope it can still give us the chance to show you a better experience.*

*Thanks for cooking with us,*

*Tori*

*Blue Apron Customer Experience Team*

[www.blueapron.com](http://www.blueapron.com)

# 2 Dimensions of Support

- Psychological
- Fixing the problem





**Connection**



**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.

# A sense of connection

An example from QVC

Deliver a delightful interaction  
Make people feel smart/good  
Reflect the brand

# Some of us over-talk others

(This is one of my biggest struggles.)

# Yielding In Conversation

1. Try to avoid speaking over people
2. Allow customers to finish statements before further assisting
3. Apologize if you accidentally interrupt



Speak only in complete  
sentences

# Common ways we speak in incomplete sentences

- *“Name?”*
- *“Phone number?”*
- *“Address?”*

# Sentences sound friendlier

- “*May I have your last name **please**?*”
- “*Can I **please** have your phone number?*”
- “*The last thing I’ll need is your address.*”



# “What time is the 3 o’clock parade?”

How Disney makes customers feel smart



**Meet unexpressed needs**





**Imagine it's 6 months from now. The Bako customer experience is at its best. Friendliness, courtesy and delightful interactions (connection) are what we are known for.**

**Discuss:**

**How did we get here? That is, what are we doing/doing differently? Be specific here.**

(The person in your small group who is wearing the most black will lead this discussion.)

**Write down 1-2 ideas you  
commit to adopting and applying**

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*“People will forget what you did. They will forget what you said. But, people will never forget how you made them feel.”*

–Maya Angelou





**Recovery**





# 45 Cent Donut Fail

Showing us that the issue isn't the issue. How the issue is handled becomes the real issue.

# Restore Confidence In 3 Steps

1. Avoid assumptions
2. Understand, then be understood
3. Acknowledge concern

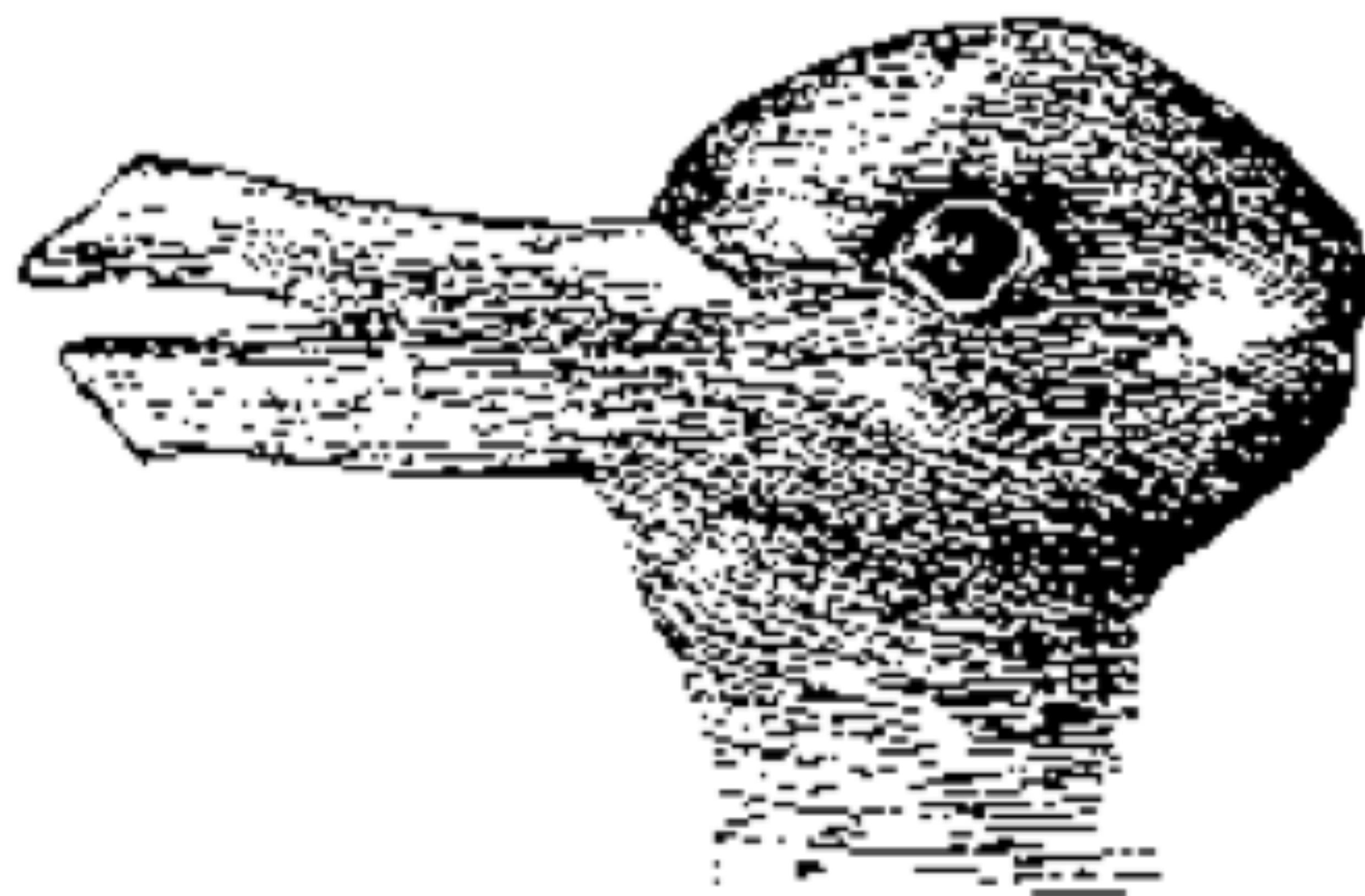


VISLER  
STUDIOS









For many of us, it's easy to quickly make decisions about what we think the customer wants/needs.

**In what specific ways might we overcome any tendency to make assumptions about what our customers need?**

The person who last ate pasta will lead this discussion.



Avoid the tendency to make assumptions  
about what your customer wants by  
listening with the intent to understand. —>

**Listen with the intent to  
understand**

(not to be understood)

# Empathic Listening

- Tone
- Emphasis
- Flow





**Acknowledge concern**



# Ways to Acknowledge Concern

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**Write down 1-2 ideas you  
commit to adopting and applying**

(Page 3)

# Empathy

via a short video clip

(This short section is not in your workbook)





Stand up, find someone you haven't  
had a meaningful conversation with  
today.

and tell them the best idea you've heard today; the idea you commit to applying

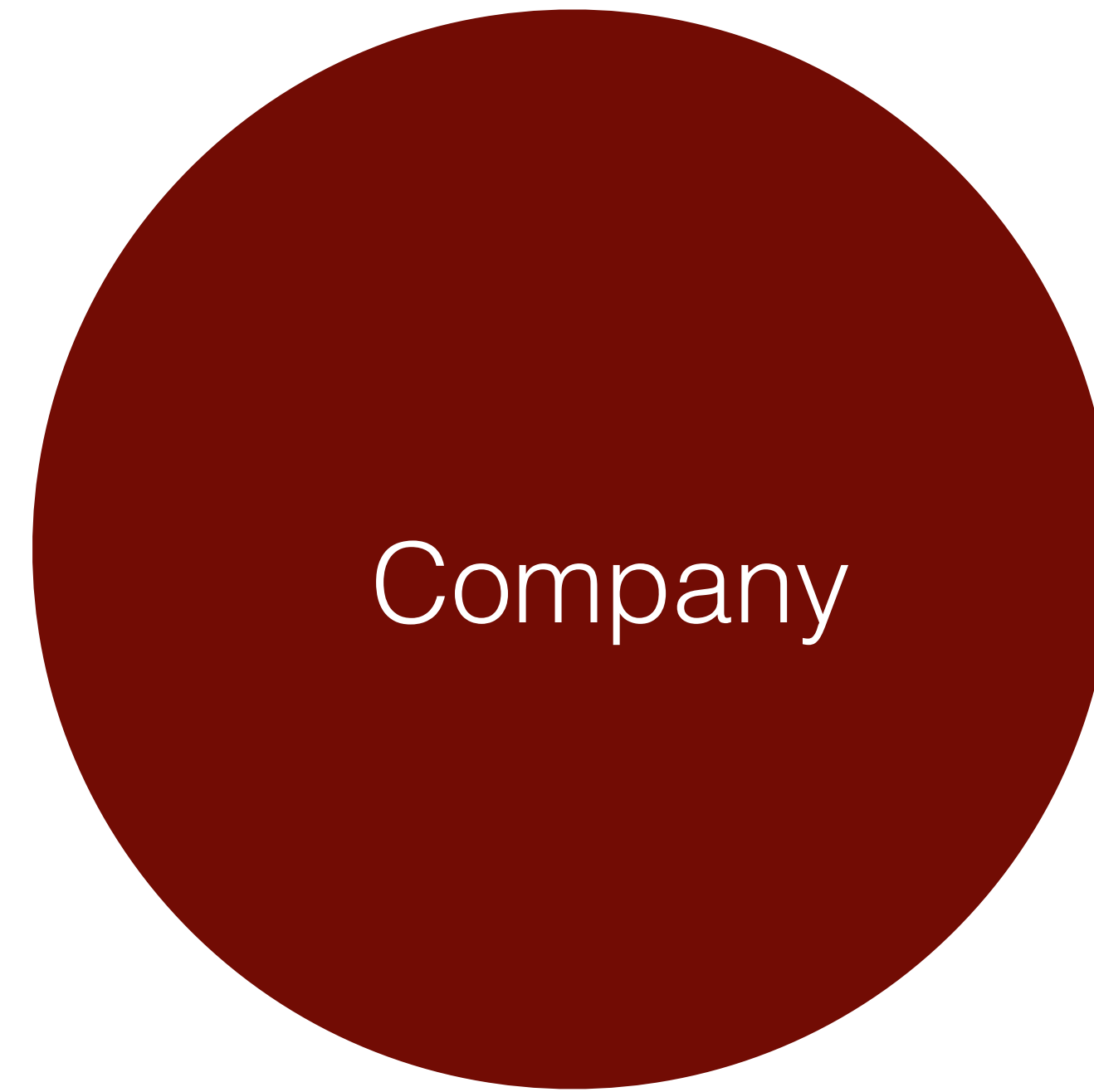
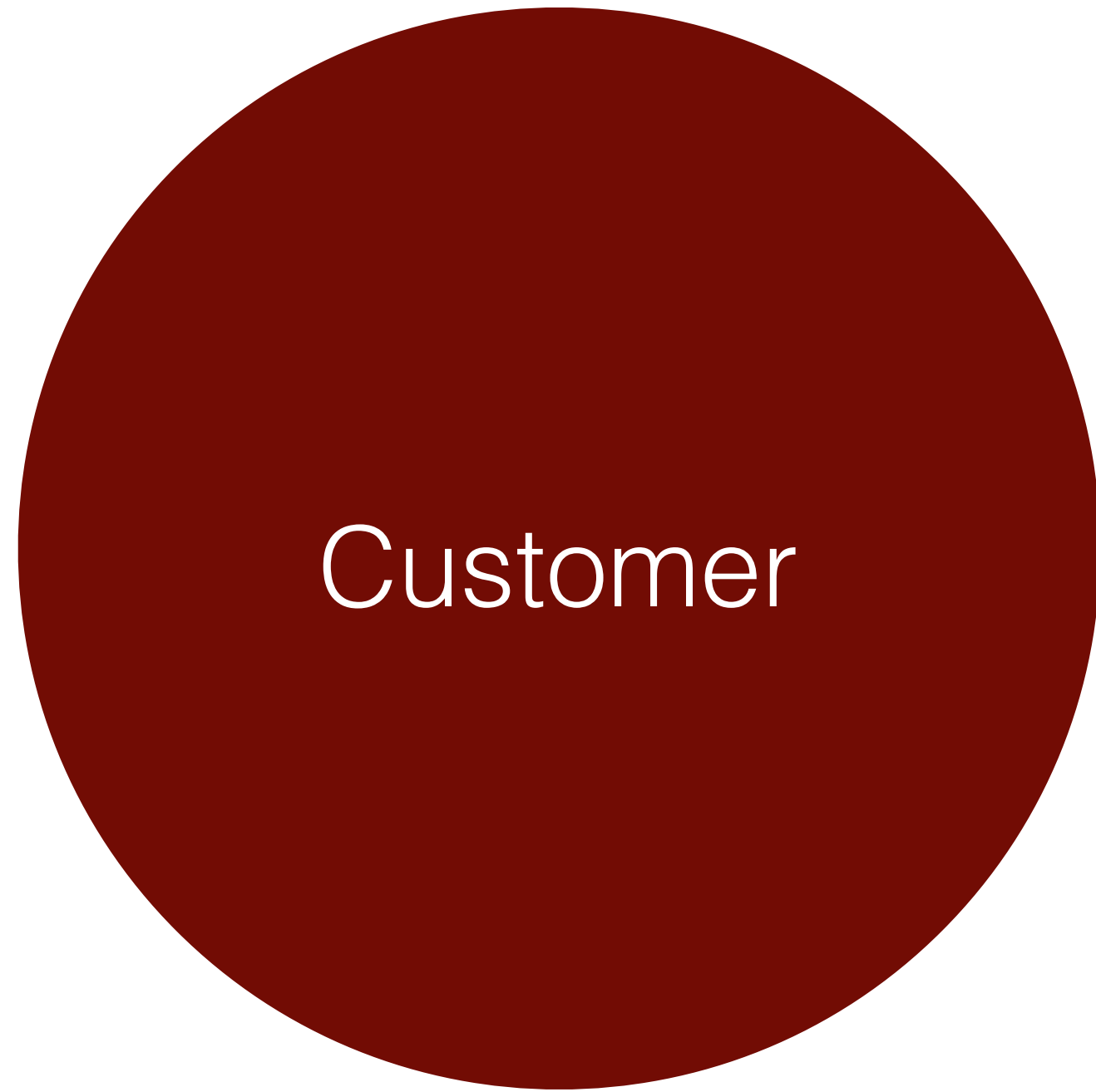


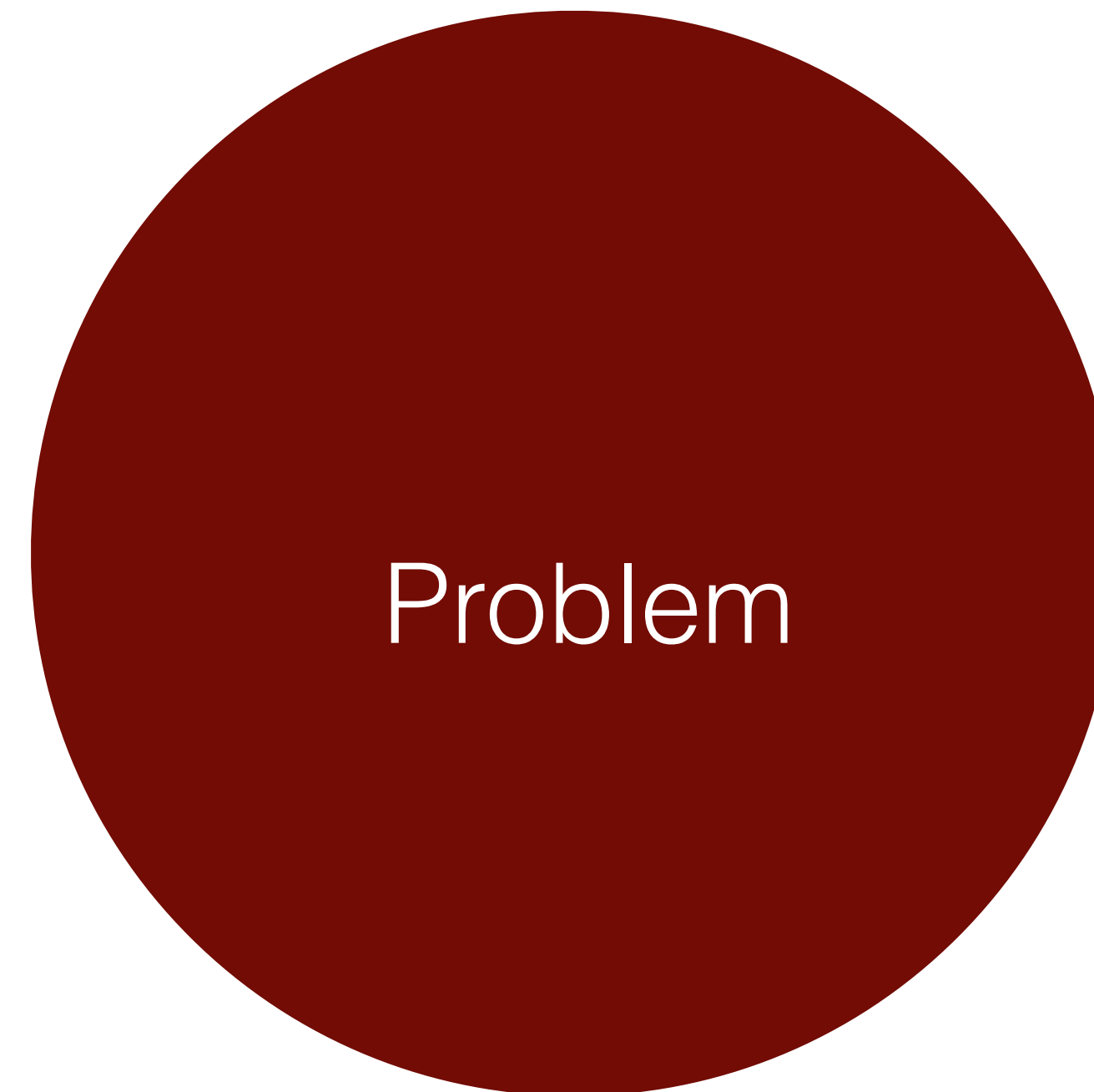
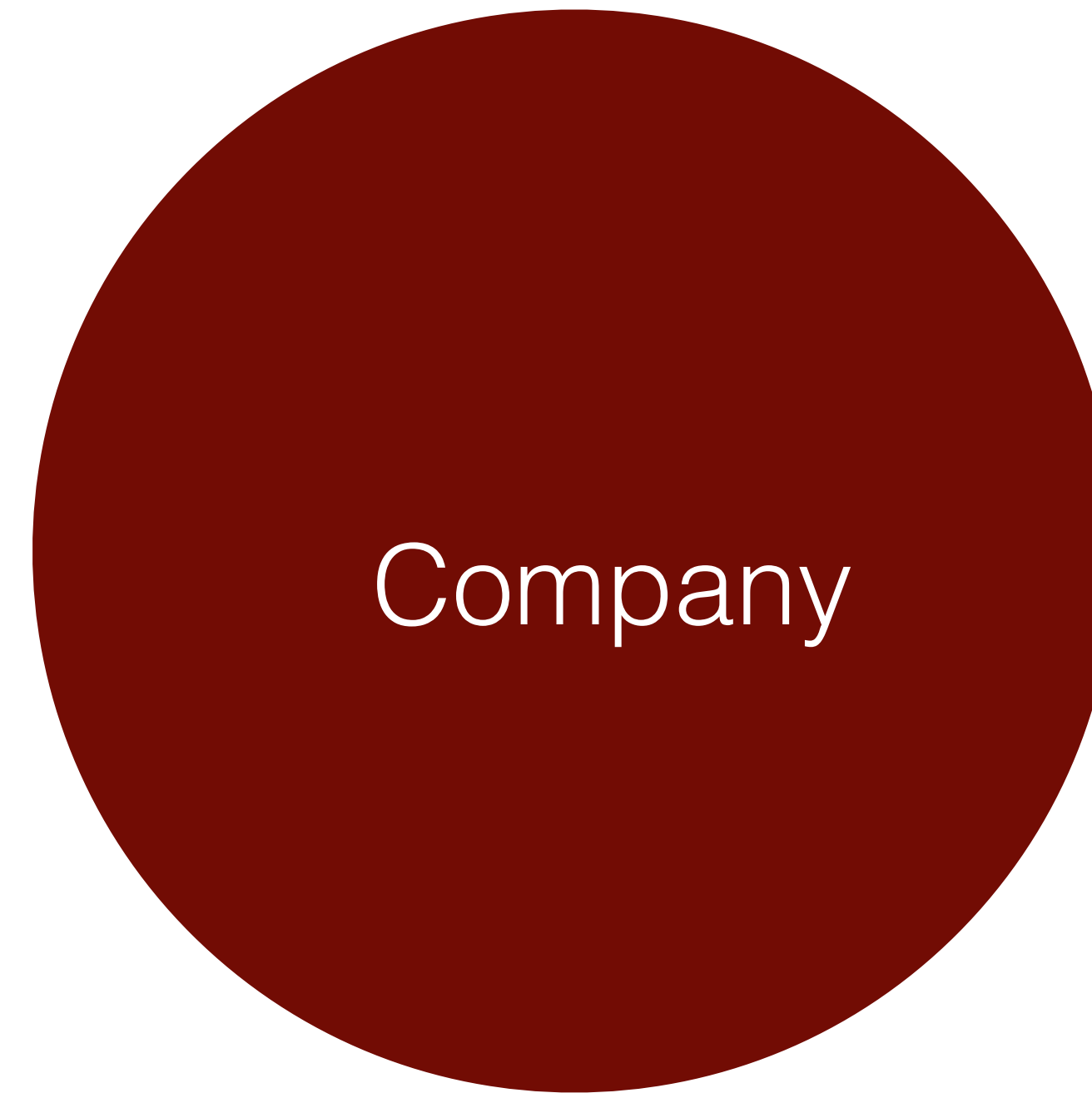
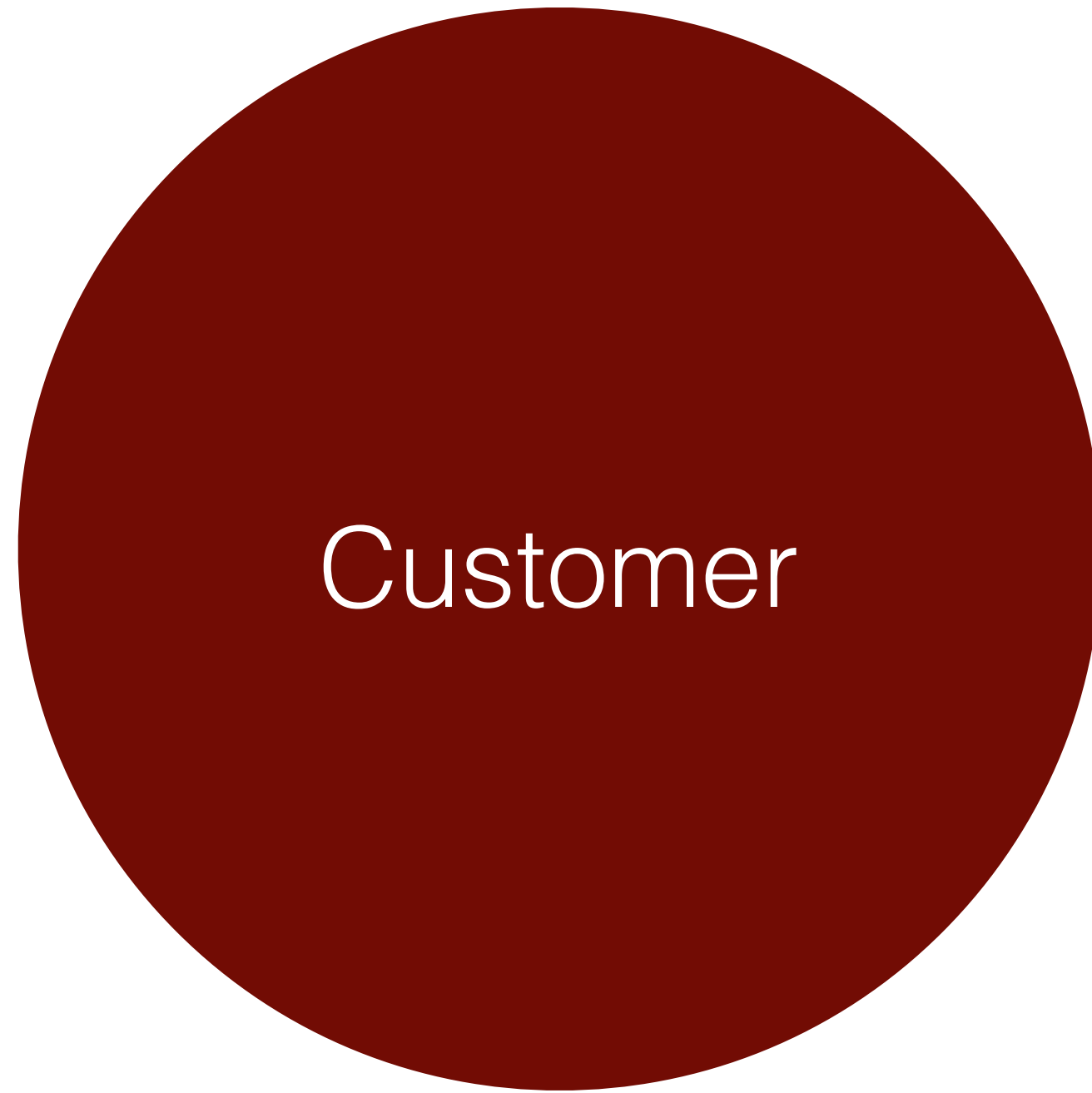
# De-escalation

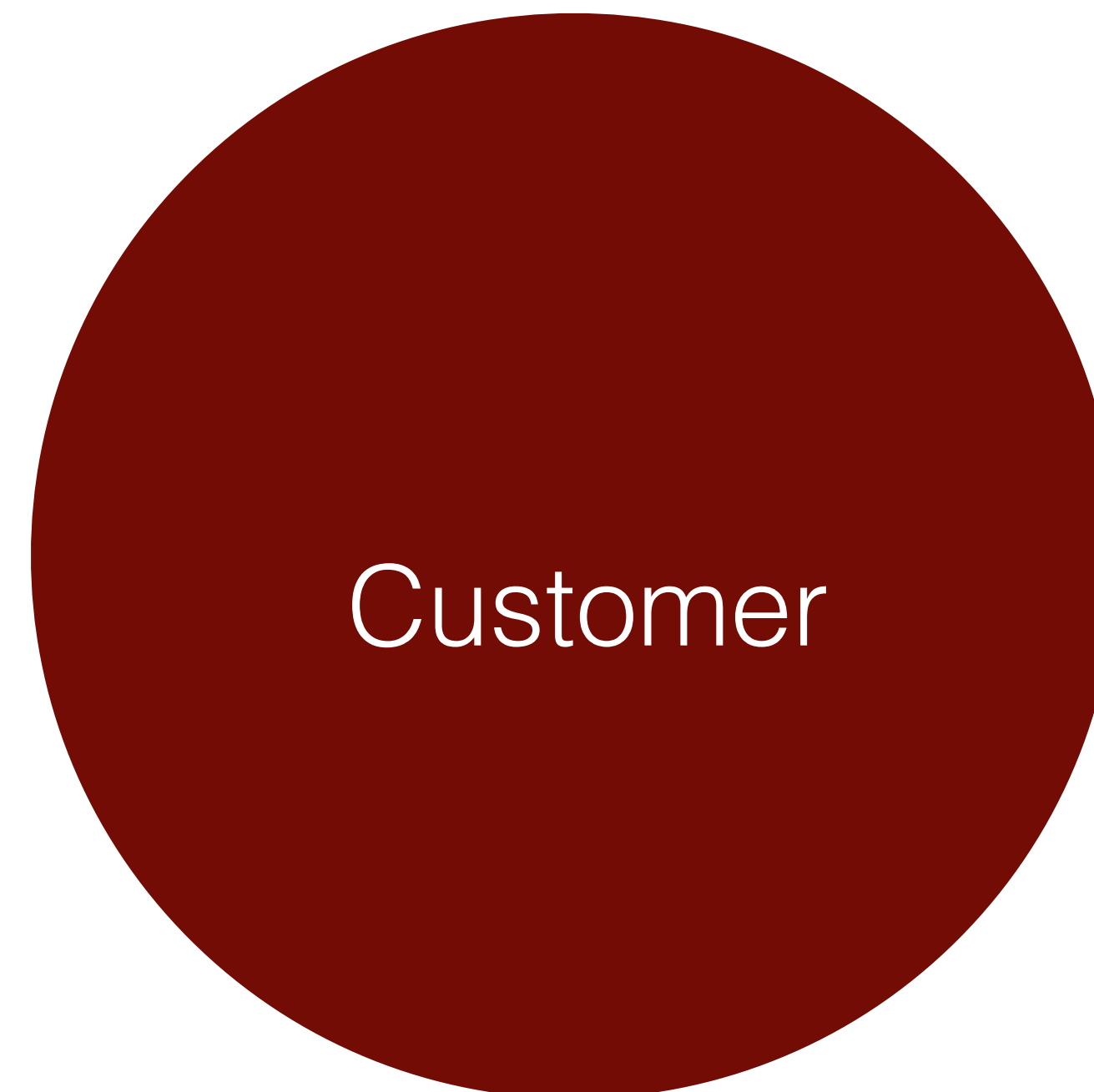
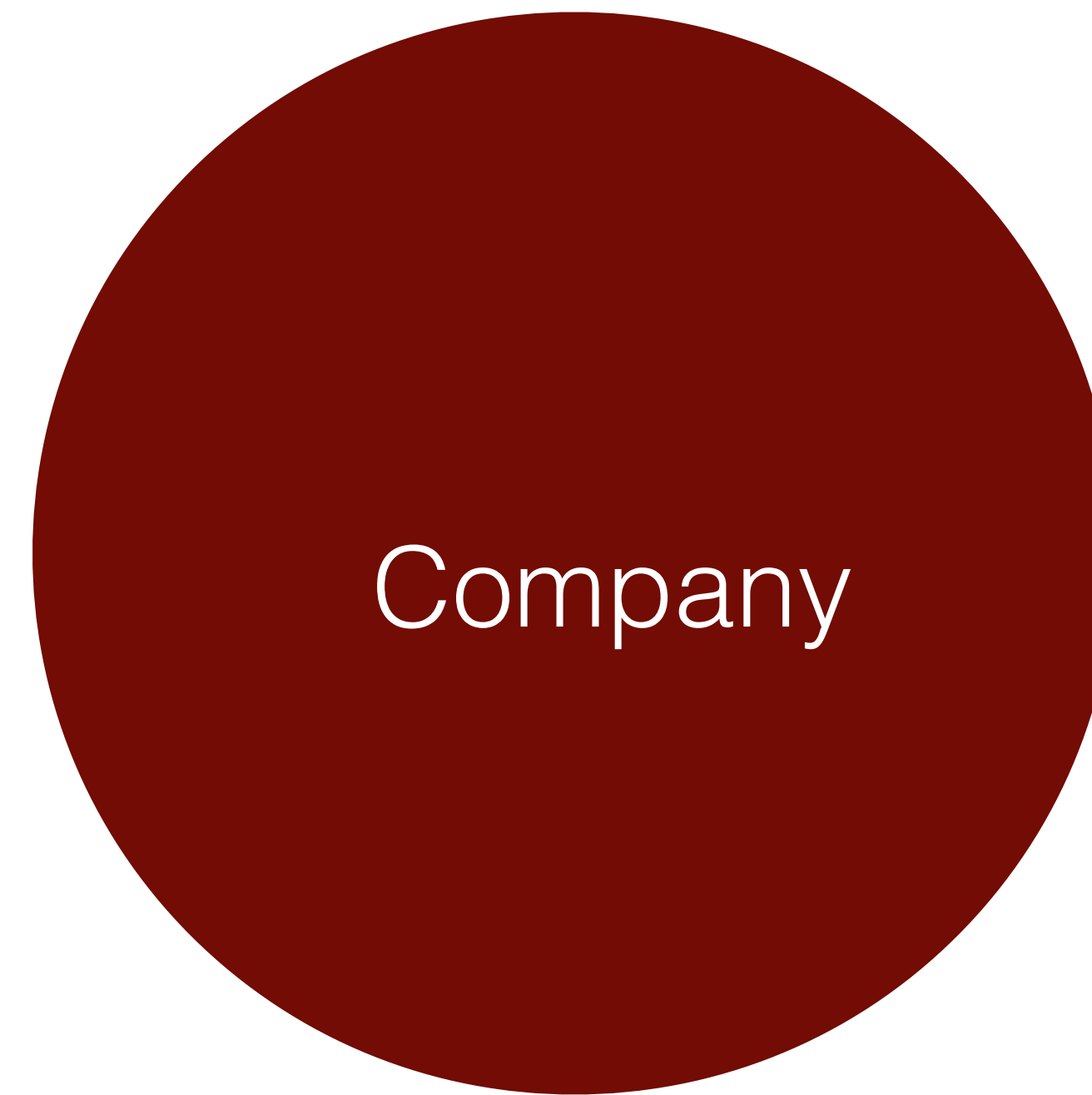
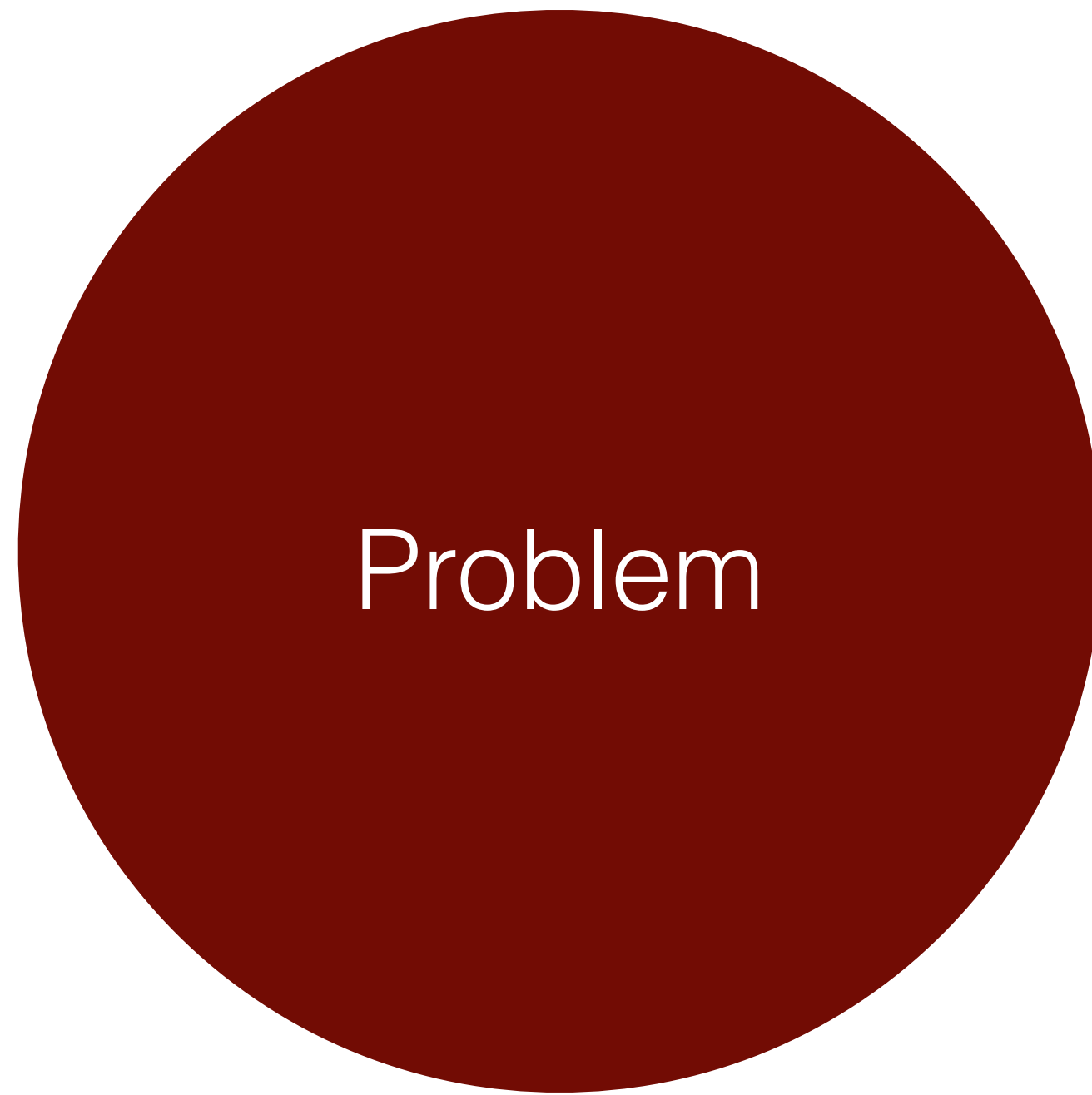




Five Easy Pieces







What I learned from a former boss  
about pre-empting an escalation



# 3 Steps Politicians Use

1. Here's what we know
2. Here's what we've done
3. Here's what's next

# 3 Steps in Action

- 1. Here's what we know:** *The accident happened in our parking garage at 7:42pm. The driver was in a white Honda Civic, license #. He sped off and left the scene.*
- 2. Here's what we've done:** *We've filed a claim with our loss-prevention team. We have two eye witnesses. We have filed a police report with the Austin Police Department.*
- 3. Here's what's next:** *You need to also file a police report. You need to notify both your insurance company and your rental car company. Your insurance company will go after the driver.*

Hi Myra,

Happy Friday! We received notification that FedEx was unable to deliver your package. A second delivery attempt will be made tomorrow. Please keep an eye on your FedEx tracking number 789347887070. In the event you have further questions for FedEx you can call them at 1800GOFEDEX

Please let me know if there is anything else I can do to assist you.

Have a great weekend!

# De-escalation Strategy

- Acknowledge (*already discussed*)
- Reframe
- Resolve



# Reframing Statements p7

- *“We have a situation that has come about from a past issue. I want to now focus on what we can do to fix this for you.”*
- *“We want to get to the bottom of this as much as you do.”*
- *“I certainly understand your concern. Let’s take a look and see what’s going on.”*
- *“Rest assured, I will do my best to take care of this for you.”*

# Resolve

Either fix the issue or explain what's next