

# #cfrresults

## What Are Your Customers Feeling Today?

The last 15 months has been a roller coaster for emotions. You, your family, your customers, and your employees have been experiencing it with all the ups, downs, good days, and not so good days. Each one has experienced it a bit differently, filtered through their own individual circumstances and perceptions.

### Relate With Empathy

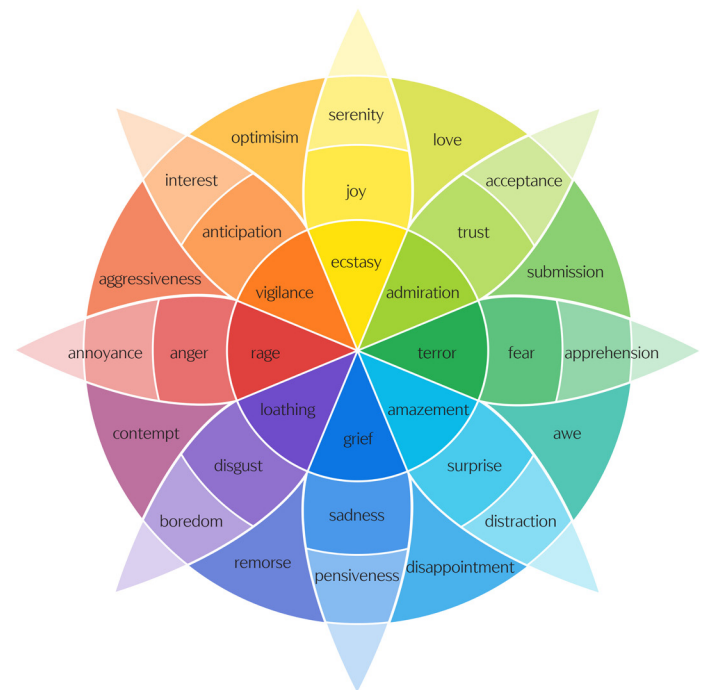
One of the more powerful relationship building skills is the ability to relate with empathy. Putting yourself in the other person's shoes. Viewing the situation through someone else's eyes.

The feelings and emotions you are experiencing today could be exactly what your customers and employees are also experiencing.

Robert Plutchik's Emotion Wheel focuses on a foundation of eight core emotions. It is a powerful illustration of how core emotions get connected depending on the intensity of the emotion. At one time or another, we experience the full range of emotions, but one is likely to be more pronounced based on the circumstances. Which one is dominating your environment today?

1. Joy
2. Trust
3. Fear
4. Surprise
5. Sadness
6. Disgust
7. Anger
8. Anticipation

No matter what emotions your employees and customers are experiencing, you can be the supportive voice as you take time to relate with empathy. The recipient of your attention will feel the connection. They may even respond in kind. It might be the extra support they need to turn a corner or pay a great experience forward.



### Pulchik's Wheel

As you coach relationship managers, Pulchik's wheel is a wonderful resource. Share it with relationship managers and help them relate with empathy more effectively by planning ahead and preparing for common customer situations. The eight core emotions are central to the illustration. By moving in or out from the core emotion you migrate to a different

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intensity of the core emotion. Example: Fear can move to terror when the intensity is higher or to apprehension with a lower intensity.

An additional benefit of the illustration is the ability to examine emotions that are in an opposite position to something customers might be experiencing. The opposite of joy is sadness. The opposite of surprise is anticipation. We often travel through various points on the wheel without a conscientious effort to land in a particular spot.

### Emotions Have A Purpose

In a recent Six Seconds article about the eight human emotions, the author points out that emotions have a purpose. The following illustration draws attention to the outcomes that can accompany our emotions. Focusing on emotions with a desired purpose will help you navigate successful interactions with each customer.

Emotion	Purpose
Anger	To fight against problems.
Anticipation	To look forward and plan.
Disgust	To reject what is unhealthy.
Fear	To protect us from danger.
Joy	To remind us what's important.
Sadness	To connect us with those we love.
Surprise	To focus us on new situations.
Trust	To connect with people who help.

### Genuine Care For Customers

You don't have to be a trained psychologist to work effectively with customers experiencing different emotions. A caring attitude, time to listen, and an ability to relate with empathy will help you address what your customer needs right now. Embrace emotions as an opportunity. Educate yourself so you are confident and prepared when needs arise. Don't forget to coach your staff. As a team you can relate to customers at a deeper level and support them through what they need today.