



Applied Empathy for Customer Service

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Customer Aggression is out of control.

“We’re going through a time where physiologically, people’s threat system is at a heightened level.”

– Bernard Golden, Time Magazine



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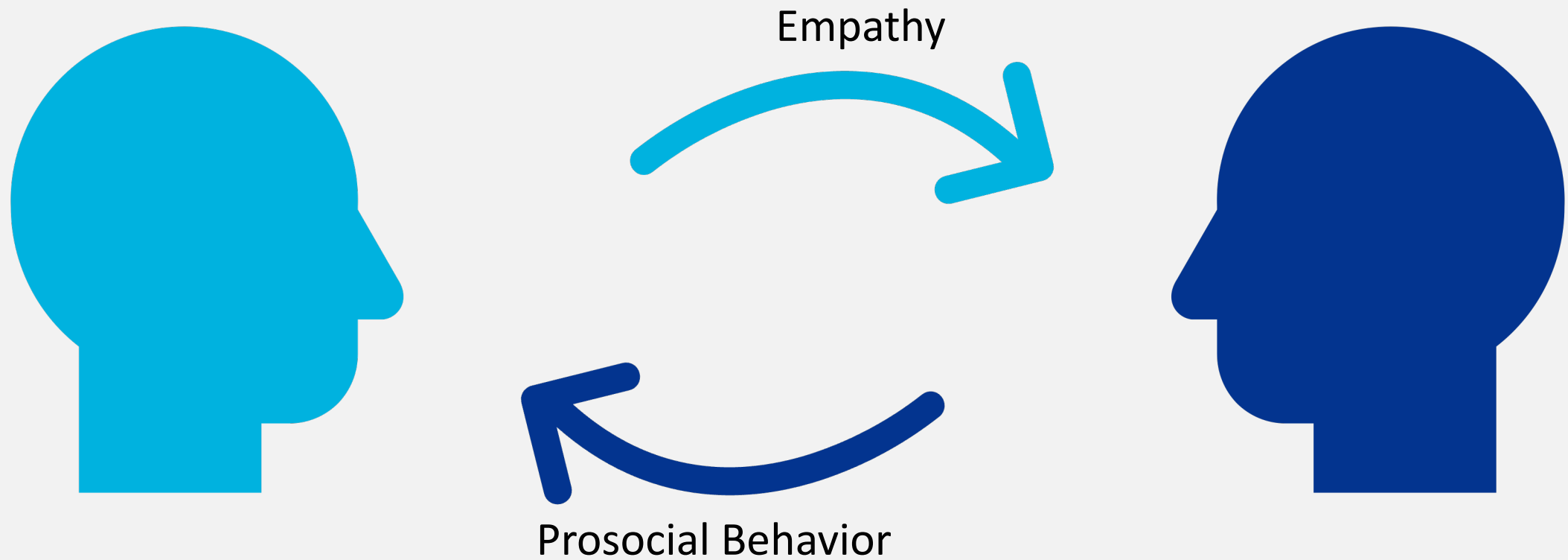
Types of Empathy

Cognitive
Empathy

Emotional
Empathy

Empathetic
Concern

Applied Empathy Changes Behavior



1 Send Friend Signals

Visual

- Eyebrow Flash
- Chin Thrust
- Head Tilt
- Eye Smile

Nonvisual

- Late Night FM DJ Voice
- Downward Inflection
- Slow pace



2 Label Emotions

"That sounds
really
frustrating."



3 Hold Up a Mirror

"Of the entirety of the FBI's hostage negotiation skillset, mirroring is the closest one gets to a Jedi mind trick."

– Chris Voss, *Never Split the Difference*



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