

# Using Emotional Intelligence in Call Center Agent Interactions Can Significantly Improve CX

*This whitepaper explores how integrating emotional intelligence in the call center significantly improves customer experience.*

VERNON, BC, CANADA, July 18, 2024 /EINPresswire.com/ -- In recent years, there has been a pivot towards emphasizing Emotional Intelligence (EI) in call center interactions. This blog explores how integrating emotional intelligence in the call center does not merely address issues but rather builds lasting relationships with customers, ensuring a tangible impact on overall service quality.

Recognizing the immense value of emotional intelligence is not just a trend; it's a strategic maneuver to improve customer satisfaction. Call centers that invest in emotional intelligence stand to revolutionize how they connect with customers, ensuring interactions are efficient, empathetic, and personalized. Moreover, mastering EI can lead to personal growth and professional development, empowering your team to excel in their roles.

SQM research shows that 88% of people have stopped doing business with a company due to poor call center customer service. This statistic alone should motivate companies to train their agents on emotional intelligence skills, which have been proven to be correlated with high-quality customer service.

What Is Emotional Intelligence?



## EMOTIONAL INTELLIGENCE

AS INITIALLY PROPOSED BY DANIEL GOLEMAN

### 01 SELF AWARENESS:

This attribute involves recognizing and understanding your emotions, including their triggers, strengths, and limitations. It also encompasses accurately perceiving how your emotions affect your thoughts, behavior, and interactions with others.

### 02 SELF-MANAGEMENT:

Refers to the ability to regulate and control your emotions and behaviors effectively. It involves handling stress, adapting to changing circumstances, and staying composed and focused even in challenging situations. Self-management also includes the capacity to delay gratification, manage impulses, and maintain a positive outlook.

### 03 SOCIAL AWARENESS:

Social awareness entails being attentive and empathetic towards the emotions and needs of others. It involves understanding different perspectives, reading nonverbal cues, and being sensitive to the dynamics of social interactions. Socially aware individuals are skilled at listening actively and demonstrating genuine concern for others' well-being.

### 04 RELATIONSHIP MANAGEMENT:

Relationship management refers to the ability to build and nurture healthy and productive relationships with others. It involves effective communication, conflict resolution, teamwork, and collaboration. Individuals with strong relationship management skills are adept at inspiring and influencing others, fostering positive connections, and managing conflicts constructively.

What is Emotional Intelligence?

Emotional intelligence (also known as emotional quotient or EQ) is the ability to understand your and other people's emotions and to manage your emotions positively to communicate effectively and maintain good relations. In 1990, researchers John Mayer and Peter Salovey coined the term EI, but psychologist Daniel Goleman later popularized it.

### How can Emotional Intelligence Improve Customer Service in the Call Center?

Emotional intelligence (EI) is crucial in managing interactions within a call center environment. It involves the ability to recognize, understand, manage, and use emotions positively to communicate effectively, empathize with others, overcome challenges, and defuse conflict.

EI can differentiate between a successful interaction and a dissatisfied customer in a call center, where agents often deal with a high volume of calls and a range of customer emotions.

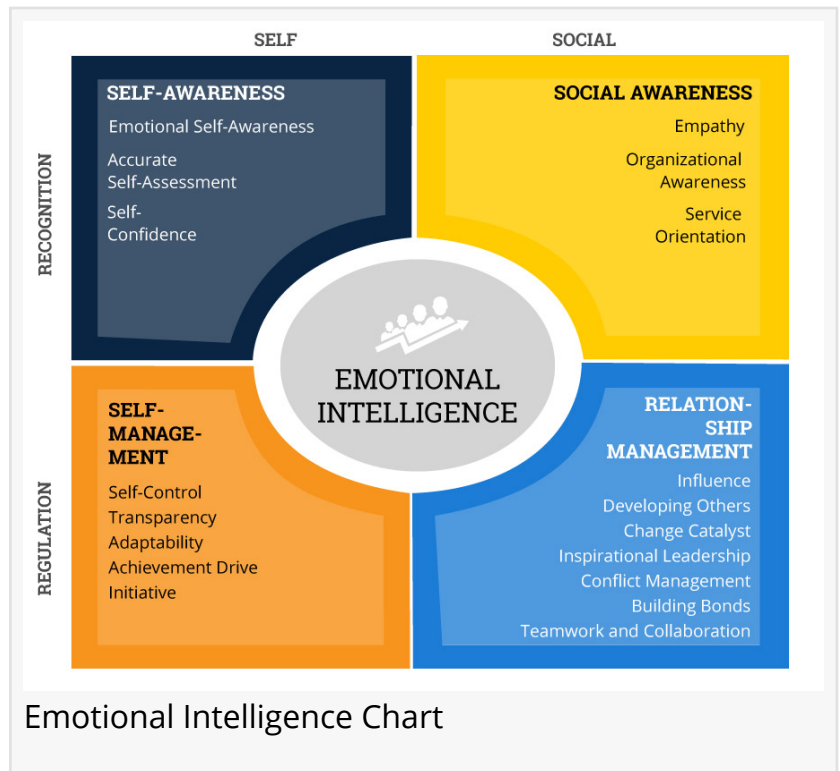
Emotional Intelligence allows agents to connect with customers on an emotional level, fostering a better understanding and responsiveness to the customer's needs and concerns. This connection is vital, as customers are more likely to remember how they were made to feel rather than the details of the conversation itself.

SQM research shows that 87% of customers view [tone of voice](#) as the most important aspect of the customer communication experience. This statistic alone demonstrates that call centers must ensure their agents have strong interpersonal skills to deliver high Csats.

Agents skilled in EI are adept at managing both their own emotions and influencing the emotions of others, which can lead to higher customer satisfaction and loyalty.

### How to Incorporate Emotional Intelligence in the Call Center

Emotional intelligence plays a crucial role in call center agents' success in delivering great customer satisfaction. EI helps them effectively understand and manage their own emotions and the emotions of customers, leading to improved customer satisfaction and positive interactions.



Recent SQM Group research shows that 47% of managers feel their biggest problem operating a call center effectively and efficiently is high agent turnover, job [burnout](#), and absenteeism. The leading cause of these problems is stress. However, when agents learn skills related to emotional intelligence, such as emotional regulation and self-awareness, to manage stress, they are much more effective at coping with stress, thereby reducing burnout and agent turnover.

Here are some tips on how call center agents can use emotional intelligence:

- Self-awareness: Agents should develop self-awareness by recognizing their own emotions and understanding how they affect their performance. They should regularly assess their emotional state and take steps to manage any negative emotions before interacting with customers.

- o For instance, before starting her shift, Maria, a call center agent, takes a few minutes to reflect on her emotions. She realizes she's feeling a bit stressed due to a personal issue. Recognizing that this could affect customer interactions, she practices mindfulness techniques to calm herself and focus on her role.

- Empathy: Agents should strive to understand and empathize with the emotions and concerns of customers. This involves actively listening to their needs, acknowledging their feelings, and demonstrating understanding. Showing empathy can help build rapport and trust with customers.

- o For example, when a customer calls in frustrated about a billing error, David, a call center agent, listens attentively to the customer's concerns. He acknowledges the customer's frustration and assures them he understands the inconvenience. David shows empathy by putting himself in the customer's shoes and apologizing for the error.

- Active listening: Call center agents should practice active listening, which involves giving full attention to the customer's words, tone, and emotions. They should avoid interrupting, provide verbal cues to show they are engaged (e.g., using phrases like "I understand" or "I hear you"), and summarize or paraphrase the customer's concerns to ensure accurate understanding.

- o For example, during a call with a customer reporting technical issues, Sarah practices active listening. She refrains from interrupting the customer, says "mhm" and "okay" to show she's following along, and repeats key points to the customer to ensure she understands the problem thoroughly before offering assistance.

- Emotional regulation: Agents need to manage their emotions effectively, especially in challenging situations. They should learn techniques to stay calm and composed, such as deep breathing exercises or taking short breaks if needed. This helps agents respond to customers in a professional and positive manner.

- o For instance, when dealing with an irate customer who is dissatisfied with a product, James

uses emotional regulation techniques. He takes a deep breath before responding, maintains a calm tone, and focuses on finding a solution rather than becoming defensive or escalating the situation.

To read more about How Using Emotional Intelligence in the Call Center Can Significantly Improve CX, please [read our whitepaper](#) on the subject.

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