

Beyond Metrics

TRANSFORMING CX THROUGH EMPATHY AND
EMOTIONAL INTELLIGENCE

CUSTOMER RESPONSE SUMMIT
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Presented by
 instant teams[®]

EMPATHY AND EMOTIONAL INTELLIGENCE IN CX



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SETTING THE STAGE

02

INNATE OR TRAINABLE

03

BRAND IMPACT & AFFINITY

SETTING THE STAGE

Empathy in Resolution: 86% of consumers rate empathy as "Very" or "Somewhat" important in the resolution process, while only 4% deem it unimportant.



TREND OR NEW NORM?

“Support teams report a 43% increase in customer expectations on politeness & empathy.”

INNATE OR TRAINED?

Microsoft CEO Satya Nadella *insists that,*
**“...characterizing empathy as “soft” understates its
significance.”** He does not see empathy as a soft skill,
instead saying, *“It’s the hardest skill we learn.”*



THE IMPACT OF EMPATHY ON BRAND

“A brand is no longer what we tell the consumer it is. It is what consumers tell each other it is.”

Scott D. Cook, founder of Intuit / former founder of eBay

“Whatever you do, do it well. Do it so well that when people see you do it, they will want to come back and see you do it again, and they will want to bring others and show them how well you do what you do.” - Walt Disney

Thank you.