

EMOTIONAL LOAD AND CUSTOMER SATISFACTION

SARAH MORGAN - LUCEAT COACHING

Luceat 
Coaching

WHAT I PLAN TO COVER

Emotional Load / Labour

Employee Experience

Customer Experience

Four Key Areas

ARLIE HOCHSCHILD - EMOTIONAL LABOUR

"induce or suppress feeling in order to sustain the outward countenance that produces the proper state of mind in others"



“Always treat your employees exactly as you want them to treat your best customers.”

- STEPHEN R. COVEY



147%

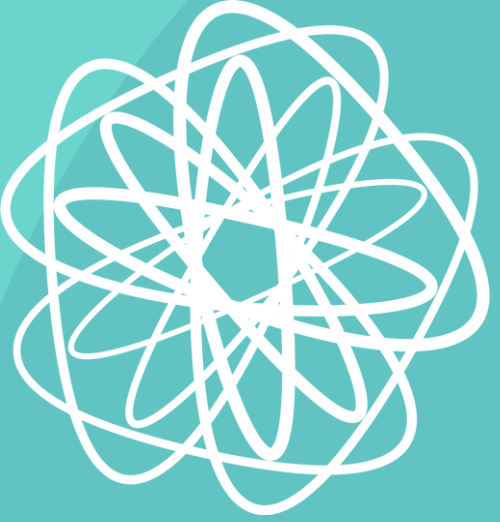
OUTPERFORMANCE OF
COMPANIES WITH
ENGAGED WORKFORCES

32%

EMPLOYEES WHO FEEL
ENGAGED IN THEIR
WORK

“Customers will never love a company until the employees love it first.”

- SIMON SINEK



CHURN

26%

OF CONTACT CENTRE STAFF LEAVE
EVERY YEAR VS 15% ACROSS ALL
ROLES IN THE UK

“If you are tuned out of your own emotions, you will be poor at reading them in other people.”

- DANIEL GOLEMAN



PROBLEM SOLVING

Enable teams to come "off script" where appropriate



SHARE SUCCESS

Who is great at managing emotional labour



EMOTIONAL INTELLIGENCE

Develop reflective practice



RECOGNITION

Bring emotional labour into the performance evaluation process

DANIEL PINK - DRIVE

“Human beings have an innate inner drive to be autonomous, self-determined, and connected to one another. And when that drive is liberated, people achieve more and live richer lives.”





Staff Assistance
programmes



Communication and
Feedback



Coaching



Metrics - WYMIWYG

EMOTIONAL LOAD

Reduce the impact
Provide way to release
Empathy



EMPLOYEE ENGAGEMENT

Balance KPI's
Allow human responses
Communicate



CUSTOMER EXPERIENCE

High eNPS means high CX and
CSAT
Front line staff are the face of
your organisation

COMMUNICATE

Regular 2-way communication with psychological safety and follow up

REWARD

Through normal recognition and performance evaluation

DEVELOP

Problem solving skills and emotional intelligence capabilities

SUPPORT

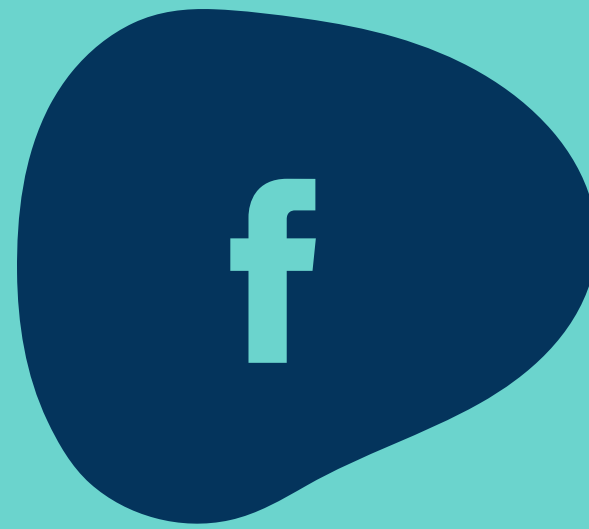
Ensure coaching and reflective practice as well as MHFA and mindfulness programmes are all available

ANY QUESTIONS?



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