

CX and Empathy

Customers felt empathy from brands that were experiencing the pandemic alongside them. This, however, is not a universal experience. Most businesses still fail to show the empathy that customers seek. According to Salesforce, while 68% of customers expect brands to demonstrate empathy, only 37% report having experienced it.

Closing the CX empathy gap is one of the most difficult challenges that businesses will face this year, yet it is critical to business success in 2023.

A Gartner survey of over 6,000 customers revealed the importance of compassionate business practices, with proactive customer service programs (those that anticipate customer needs) increasing net promoter scores and customer satisfaction scores by a full percentage point.

Cognitive Empathy

Empathic Concern

Emotional Empathy







The ability to understand another's perspective

The ability to sense what other needs from you The ability to physically feel what another person feels



What kind of experience do you anticipate following your interaction with the brand?

Our research of reasons for loyalty shows:

23% said empathy and care 70% said feeling valued as a customer 7% said "none, quality is fine"

It is not surprising because according to <u>Forbes</u>, a genuine connection is the best way for a business to increase customer loyalty. Genuine care is essential in a world where some businesses are more concerned with making a sale or digital optimization than with the happiness of their customers. It contributes significantly to the company's reputation as a "customer-first" organization.

Where to find CX Definitions?

CXpanda is the first virtual library for the community of CX professionals. It makes reliable CX knowledge easily accessible, from basic definitions to practical case studies. On the platform you can find definitions, case studies and future trend for Emotional Intelligence and much more.

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Sam Wegman, VP of Customer Experience at Univar Solutions, and Lee Kemp, Senior Director-Customer Experience at Univar Solutions are this month's featured Univar took gold in three categories, including Best Measurement, at the international CX awards 22, where Olga was a judge.

It was a tough choice for the judges as all entries were of high quality and impact. They looked for creativity, business relevance, and the ability to drive customercentric actions through measurement programs. Univar excelled in all of these categories.

Sam, Lee, and their team delivered outstanding business relevance, and the ability to drive customer-centric actions through measurement programs. This is significant because the measurements can foster customer closeness and enable emotional intelligence.



New forms of Customer Centricity

<u>Check out Olga's conversation with Nick Van Langendonck</u> from Unbossers. What is unbossing? it is a management model that combines zero distance to customers and-business success in a practical way.

In the video, Nick and Olga explain practical customer-centricity tips and discuss why the unbossing concept helps customer-centricity. Customer closeness entails relating to your customers, which is something that both ECC and Unbossers strive



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