Attachment: Good and bad practices regarding empathy in customer care, KEY

Number of methodological Tool	**EUPA_LO_76_M_02**
Number of attachment	**EUPA_LO_76_M_02_Att2**

STATEMENTS[1]:

	Empathetic		
STATEMENT	**YES**	**NO**	**Feedback**
1. I see you've been with our Company for 11 years. That's a long time!	X		
2. Your business means a lot to us.	X		
3. That is easy to solve. It is not as difficult as you believe Mr. XXXX.		X	The statement underestimates the customer's frustration
4. I would come to the same conclusion.	X		
5. You can consider X.	X		
6. What can I do to make your experience with us better?	X		
7. How do you feel about X?	X		
8. So what you're saying is…	X		
9. What you're saying is…	X		

[1] Some of the statements have been adapted from: https://www.comm100.com/blog/customer-empathy-statements.html

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10. Give me just a minute/second while I figure this out for you.	X		
11. I appreciate your patience.	X		
12. Please be more patient. I have to do some other tasks.		X	This is not a good way to ask for more time. S/he could say “thank you for being patient, our team is trying to figure out a solution”
13. I wouldn’t think of this as a problem		X	This also underestimates the customer’s frustration
14. Personally, I would recommend you to…	X		
15. Then, you must try X.		X	The verb you “must” is too strong. Try you could
16. What would be the best-case scenario for you?	X		
17. Are your X needs being met with our product/service?	X		
18. No, you mean the X product		X	Starting with a “no” is frustrating and discouraging for the customer
19. Thanks for waiting this out.	X		
20. That’s awesome/great!	X		
21. Don’t look only at the dark side.		X	This also underestimates the customer’s frustration
22. If I were in your position, I would feel the same way.	X		
23. No sir, this is not correct.		X	Starting with a “no” is frustrating and discouraging for the

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			customer
24. Would you like to try our new X?	X		
25. I think you'll find it's much easier if you do X.	X		
26. Is there anything else, big or small, that I can help you with today?	X		
27. If I'm understanding you correctly…	X		
28. I don't think this can be done sir.		X	This is too negative. Even if this is the case you could say I'm sorry, this is not in line with our policy, but I can see why you're asking, etc.
29. I could help you with that.	X		
30. I am afraid I cannot help you with that.		X	Too negative

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