

Empathy and Resilience on the Front Line of Customer Service

Being a frontline agent has never been an easy job. But in a time when customers and staff alike are more vulnerable than ever, the role has become an ever more challenging one, with burnout and stress becoming a critical issue.

The Empathy and Resilience training workshop has been specifically developed to provide frontline staff with invaluable, practical skills to respond to customer interactions with compassion, without compromising their own wellbeing. They will learn:

- The difference between empathy and sympathy – recognising the needs of customers without getting emotionally invested.
- Bounce back techniques – how to rebound after a difficult interaction.
- Self-monitoring techniques – skills to better identify and manage emotional triggers, in turn better managing customers' experiences.
- Stress management tools – recognise how different interactions have impacted them and how to let go.

Practical skills and techniques to deal with real-life challenges

A productive and stable workforce starts with happy and healthy staff. While there are many courses available that focus on health and wellbeing to build resilience, at CSBA we know that possessing tangible skills and techniques is the key to improving empathy and resilience within frontline teams.

Investing in building empathetic, resilient frontline teams also has proven benefits for organisations, reducing staff absenteeism and turnover rates.

Put the person before the process

INTENDED AUDIENCE

Frontline Staff

DELIVERY MODE

Onsite (or Video Conference)

DURATION

Half-day workshop (or virtual equivalent)

GROUP SIZE

Approximately 15 participants

CONTACT

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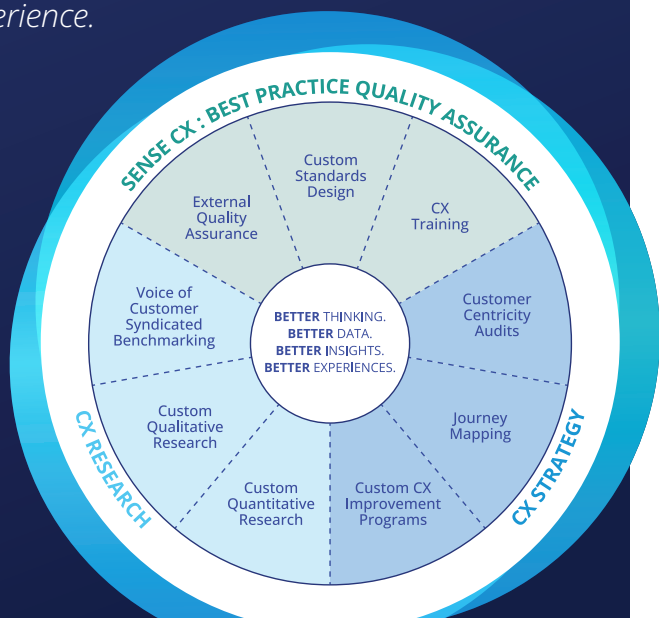
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We provide a 360-degree view and work with you to improve your customers' experience.



Aim

To help front line agents interact with customers using a controlled empathetic response.

Benefits

- Team members will be empowered to respond to customer interactions with compassion, without compromising their own wellbeing.
- Staff will come away armed with skills to manage 'empathy burnout', enabling them to better manage challenging customer interactions.

Course content

- Recognising customer triggers and using action-focused language to show care
- Avoiding assumptions through effective questioning
- Putting clients at ease with empathetic questioning
- Empathy vs Sympathy – how to recognise the difference and focus on being empathetic
- How to recognise vulnerability in customers
- Empathy profiling – using customer personas to better understand what customers think, feel and say
- Recognising purposefulness – 'what is the purpose of my job and why is it important?'
- Understanding 'Think Traps'
- Dealing with ambiguity – providing an understanding to staff of their own approaches to uncertainty
- Reflecting on individual's 'Stress Triggers'
- Enhancing self-control when handling challenging interactions
- Building individual's steps to resilience

Learning outcomes

By the end of the workshop participants will:

- Have a better understanding of how to remain responsive to personal circumstance – How to 'do' empathy, day in and day out, including tools to help identify vulnerable customers
- Be able to better respond to customers with empathy and action
- Be able to identify their own emotional 'triggers' to better manage themselves and their customers
- Be able to nurture the development of their own growth mindset
- Be able to recognise and manage stress and uncertainty more effectively
- Be equipped with practical skills to help them handle the consequences of dealing with challenging interactions

Learning activities

- Short pre-work self-reflection activities
- Individual reflection and sharing
- Interactive group activities
- Applied practicing of skills and techniques using real-world scenarios