

Emotional Intelligence

Learning outcomes:

- Explore the different factors involved in emotional intelligence
- Learn how to use empathy with customers
- Understand customers' needs and how we can use emotional intelligence to deliver good service

What you will need:

- Handout 13 – Understanding emotional intelligence
- Handout 14 – Emotional Intelligence Test Factors
- Sticky notes

Content and suggested timings:

Understanding emotional intelligence	40 mins
The importance of empathy in delivering great customer service	10 mins
The destructive force of apathy	10 mins
Total duration:	60 mins

Understanding emotional intelligence

Ask your delegates if any of them have heard of the term emotional intelligence or EI, as it is sometimes referred to. If anyone is familiar with the topic of emotional intelligence ask them if they are able to explain to others what it is.

Hopefully, this is what they will suggest: Emotional intelligence is about the ability to identify, understand and manage your own emotions and the emotions of others.

Next, ask your delegates how understanding and managing your emotions and the emotions of others is relevant for customer service. What specific situations might it be particularly helpful in?

If they don't immediately have ideas, don't be tempted to answer for your delegates, but instead give them a minute or two to reflect on it and then ask the question again. You might find that once one or two ideas are put forward, that other delegates then start to have their own ideas too.

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