



FIAT CHRYSLER AUTOMOBILES

The Power of Empathy in Customer Experience

October 5, 2015

Training and Knowledge Management

Centerline, MI

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- Review: The FCA Way
- Understand and explain the difference between sympathy and empathy
- List key actions that drive empathy on calls
- Practice using empathy in conversations

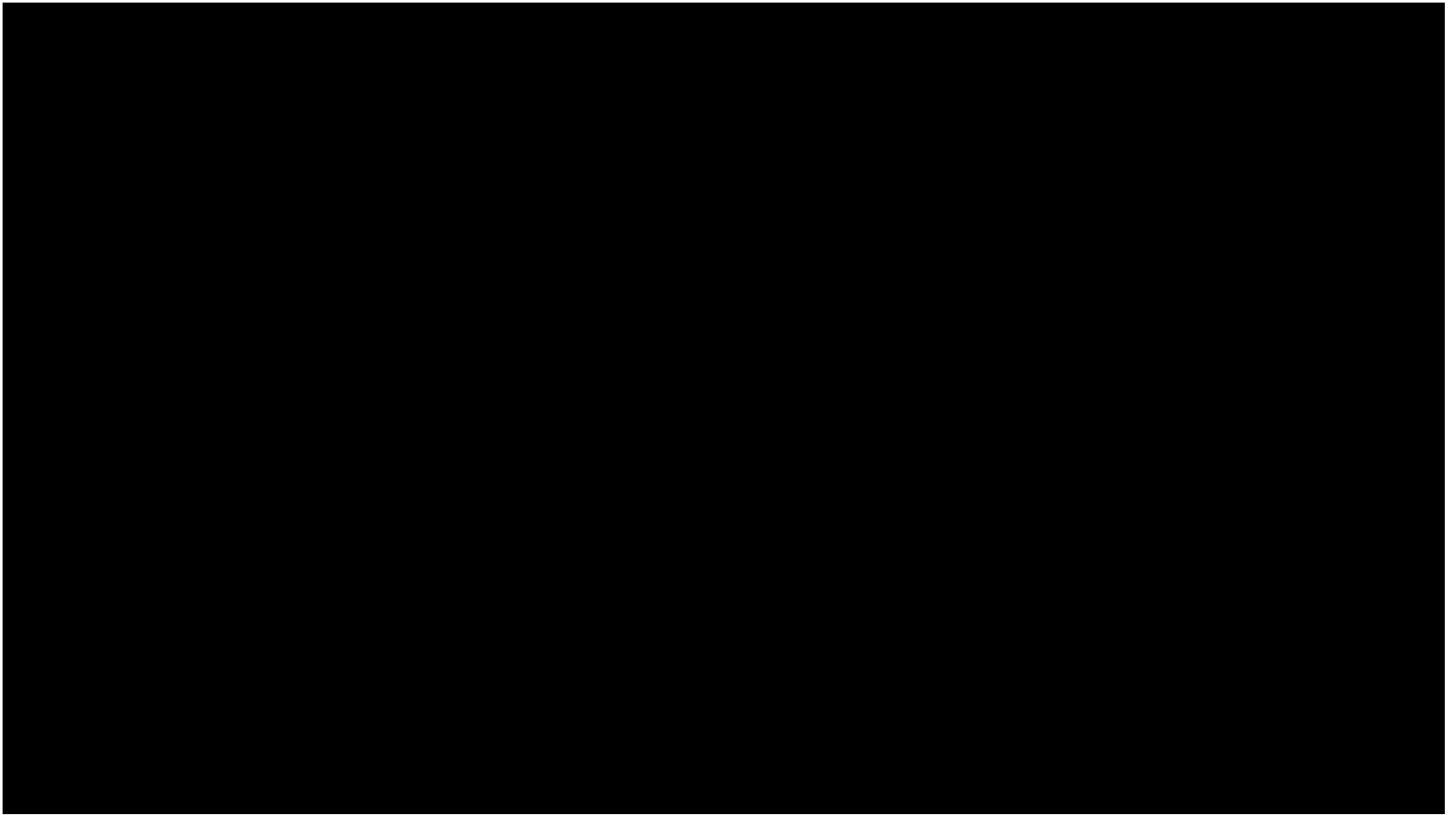
A-E-R

- **Acknowledge** what the customers say
- **Empathize** with their emotional state
- **Reassure** the customers that you can and will take care of them

ISMs

- First things first
- Make it easy
- Keep commitments—ALWAYS
- Affirmative always. Yes before no
- Reaffirm the customer's purchase decision

Video: Empathy and Sympathy



- How does the difference between sympathy and empathy resonate with you?
- How does sympathy sound on a call? Empathy?
- How do you feel when someone offers sympathy? Empathy? Why?
- How do “at least” statements make you feel?

- Start with these basic assumptions:
 1. When a customer buys one of our products, we are automatically responsible for their experience, now and later
 - Providing a satisfactory experience is critical to creating FCA fans who stay with us and influence future sales from others
 2. Seek to understand first, then problem solve
 - Customers expect that you will resolve their concerns
 - Show that you understand their experiences to provide a stronger customer experience
 3. When a customer shares information, there is an expectation that we will acknowledge it
 - Offer an appropriate response to the information shared, whether it is good news or bad news
 - If it's a big deal to the customer, it becomes a big deal to us.

- You will be provided with a card that has a statement on it
- Say the statement to your partner in the tone of your choice
- Your partner will respond with an empathy statement
 - Remember, do not focus on the problem, focus on the customer's experience

- Was it easy to respond to the information shared?
- Was it difficult to avoid jumping to problem-solving?
- How did you feel when your partner responded to your statement?

- As you leave today, challenge yourself to:
 - Consider the customers' situations as they see them
 - Acknowledge customers' feelings with an empathetic statement every time
 - Make a personal connection on every call with every customer

