

# Does Empathy Matter?

## 6 Things We Have Learned

We reviewed over 79,000 call center interactions across a broad range of companies and industries in Canada/USA to see if empathy really mattered. Here is what we found...

*Empathy is the ability to understand and share the feelings of another person.*

### 1 Empathy doesn't come naturally to younger employees.

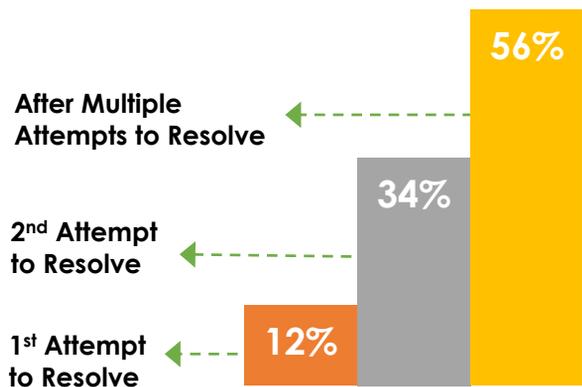


This is backed up with a [study](#) by University of Michigan researchers who found that college students who hit campus after 2000 have empathy levels that are 40% lower than those who came before them.

### 2 Empathy has a greater impact with upset customers.

13% of customers are already upset before the rep has a chance to respond.

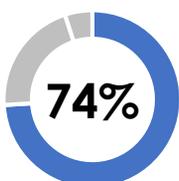
Customer frustration grows the more effort that is required from them.



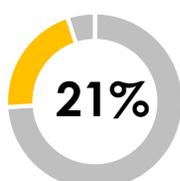
% of disgruntled, frustrated or upset customers from the outset

### 3 Reps are uncomfortable expressing empathy with upset customers.

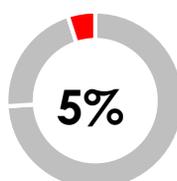
When reps are faced with an upset customer ...



Fully engaged and present



Disengaged or transactional



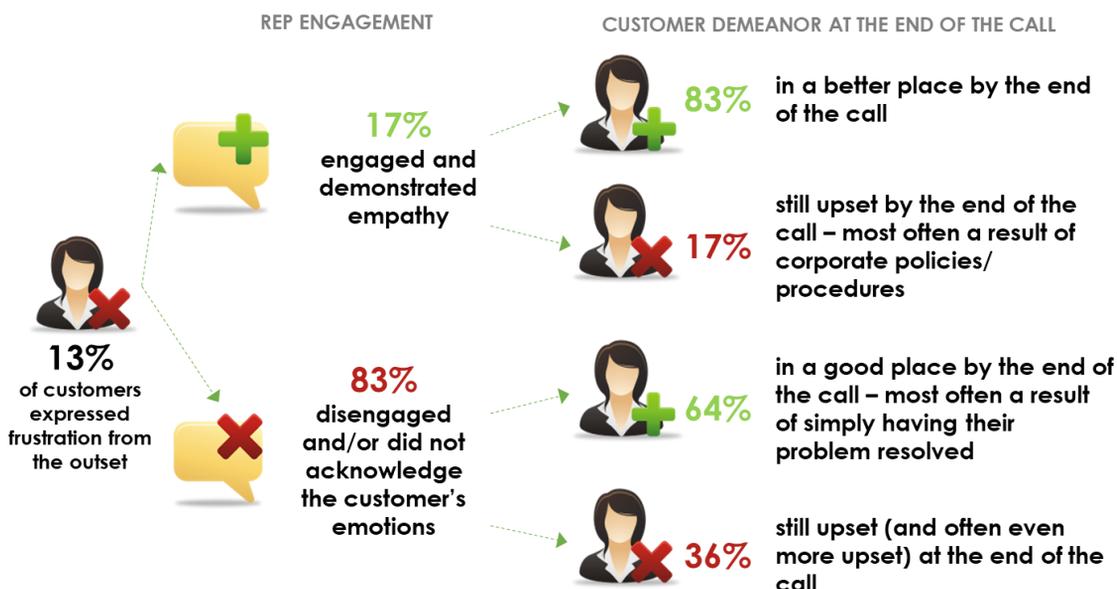
Defensive or argumentative

Disengaged reps contribute to a rise in Detractors.

## Empathy can turn a bad situation around.

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There was a 17% improvement in how customers *felt* at the end of an interaction when empathy was expressed.

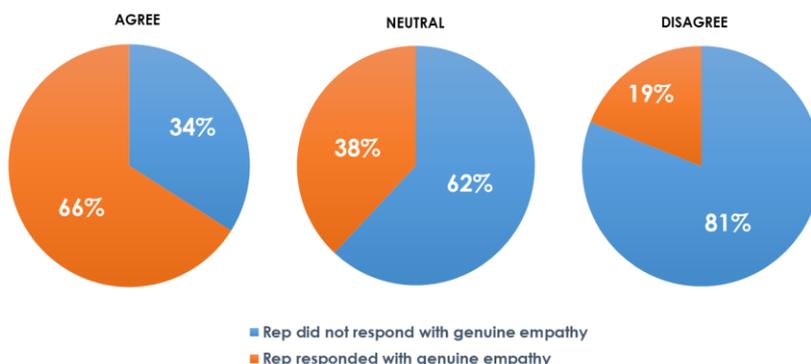


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## Empathy lifts CX results and improves the bottom line.

Customers were more likely to 'recommend' when the rep expresses empathy and/or acknowledges their emotions.

*"Based on this experience, how likely are you to recommend this company to your friends and family?"*



## Empathy can be learned and must be nurtured.

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### Free, No Obligation Assessment

If you are thinking that empathy (or a lack of empathy) may be affecting your contact center's customer experience, [contact us](#) for a no-obligation assessment and 'trial run'. We'll share our experience about how to introduce empathy into the conversation and lift your overall customer experience results.