

## **WHAT'S LOVE GOT TO DO WITH BUSINESS & PROFITABILITY? CUSTOMER CARE EXPERT SAYS, "EVERYTHING!"**

### *Take 3 Steps Toward Understanding Why Emotions Belong In the Workplace*

What's love got to do with business? According to JoAnna Brandi, publisher of the Customer Care Coach®, it has everything to do with keeping employees engaged & empowered, customers happy and loyal, and the bottom line growing strong.

Boca Raton, FL. January 27, 2005 - As Valentine's Day approaches and thoughts turn to romance, customer care expert JoAnna Brandi, publisher of the Customer Care Coach®, says it's the perfect time to look at 'love' in the workplace.

"I'm not talking about secret office romances!" says Brandi. "When I refer to love in the workplace I'm referring to a management style that brings out the best in employees, that empowers them and keeps them engaged. I'm talking about leaders who create an environment where their teams feel great about the contributions they're making to the well-being of the business.'

Just how happy employees are, as well as how engaged they are - based on their willingness to take responsibility for the whole, to get something done even when it's not one's job, to resolve problems and to be productive-is serious business. Gallup Organization's research into the benefits of tending to employee well-being -- higher productivity, lower turnover, better performance -- are well known and substantiate the 'customer caring message' that Brandi's been sharing with organizations for 15 years: "Employees who feel cared about are more likely to care about everything they do for the organization. Ultimately, this saves the company money."

Says Brandi, "Of course, we still need to bring our smarts and our skills to work. But forget everything we used to be told about leaving our emotions at home before heading to the office. Positive emotions like caring, kindness and yes, love, belong in the workplace. I call these emotions 'The F-Factor.'

"By that I mean it's the 'feeling factor' that keeps employees happy and engaged. It's the 'feeling factor' that customers take with them after each experience with you. How do you, as a manager, make your team feel and how do they, in turn, make customers feel? It's a balance of IQ and EQ-intelligence and emotion. In organizations where the workforce is engaged, bringing their minds, hands and hearts to work, we see more creativity, efficiency, passion and profits."

Still don't believe that emotions belong at work? Unsure about the F-Factor? Brandi suggests you complete the following exercise, taken from her Customer Care Coach® training program, to get a better understanding of why emotions belong in the workplace:

1) Write down the names of three companies to which you, as a customer, are loyal, along with three reasons why you're loyal to each of them (they don't have to be big-name companies). In other words, search for the REAL reasons you're loyal to them. How do you FEEL when you do business with them? (Delighted, valued, secure, trusting, happy, cared about?) You'll probably find some emotional connections of which you may not have been aware. What are the ways in which you could implement some of their customer care techniques in managing your team and serving your customers?

2) Next, write down the names of three companies with which you no longer do business. Why did they lose your business? How did they make you FEEL? (Angry, frustrated, unimportant, annoyed, suspicious?) Examine what those companies did to create those feelings. Is there anything you can do to make sure these feelings don't occur at your company internally or

externally?

3) After completing this exercise, do it with your team. The conversation that ensues will open up a non-threatening dialog between you and your team about how you can work together to better create the kinds of "feel good" customer experiences that generate customer loyalty.

Brandi concludes, "This exercise creates a real 'AHA!' experience for managers and employees alike as they identify the important role emotions play in customer loyalty. It also encourages everyone to start thinking differently about how they deliver their products or service – and thinking way outside the box is an absolute 'must' in the 21st century marketplace."

For the month of January, Brandi is offering free copies of "The Nine Foundation Principles of Exquisite Customer Care," a list of essential qualities for creating loyalty-building customer experiences and thriving organizations. To obtain a copy, please send an email to [special report](#) and place "The Nine Foundation Principles" in the subject line. To subscribe to her free bi-weekly Customer Care Tip, visit [www.customercarecoach.com](http://www.customercarecoach.com).

The Customer Care Coach® is a customer care leadership training program for managers. For more information, visit <http://www.customercarecoach.com/welcome.asp> or contact Tracey Paradiso at [tracey@customercarecoach.com](mailto:tracey@customercarecoach.com).