

Emotional Intelligence in Retail: Improving Customer Service at Tesco

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Introduction

Emotional Intelligence (EI) encompasses the ability to perceive, understand, manage, and utilize emotions effectively in oneself and others (Goleman, 1995). However, Mayer, Salovey, and Caruso (2004) define EI more broadly as the ability to accurately perceive, appraise, and express emotion; the ability to access or generate feelings when they facilitate thought; the ability to understand emotion and emotional knowledge; and the ability to regulate emotions to promote emotional and intellectual growth. In the dynamic retail environment, particularly within customer service roles, EI is pivotal for fostering positive customer interactions, managing stress, and enhancing team collaboration. This poster explores the concept of EI and its practical application in a role at Tesco, where responsibilities include customer service and shelf-filling tasks that mean customer service refers to support and assistance given before, during and after customers purchase a product or service.

Workplace Application – Tesco

At Tesco, customer service responsibilities include engaging with customers, addressing inquiries and complaints, and maintaining well-stocked shelves. Applying emotional intelligence in these tasks is essential for effective performance and customer satisfaction (Wang, 2025).

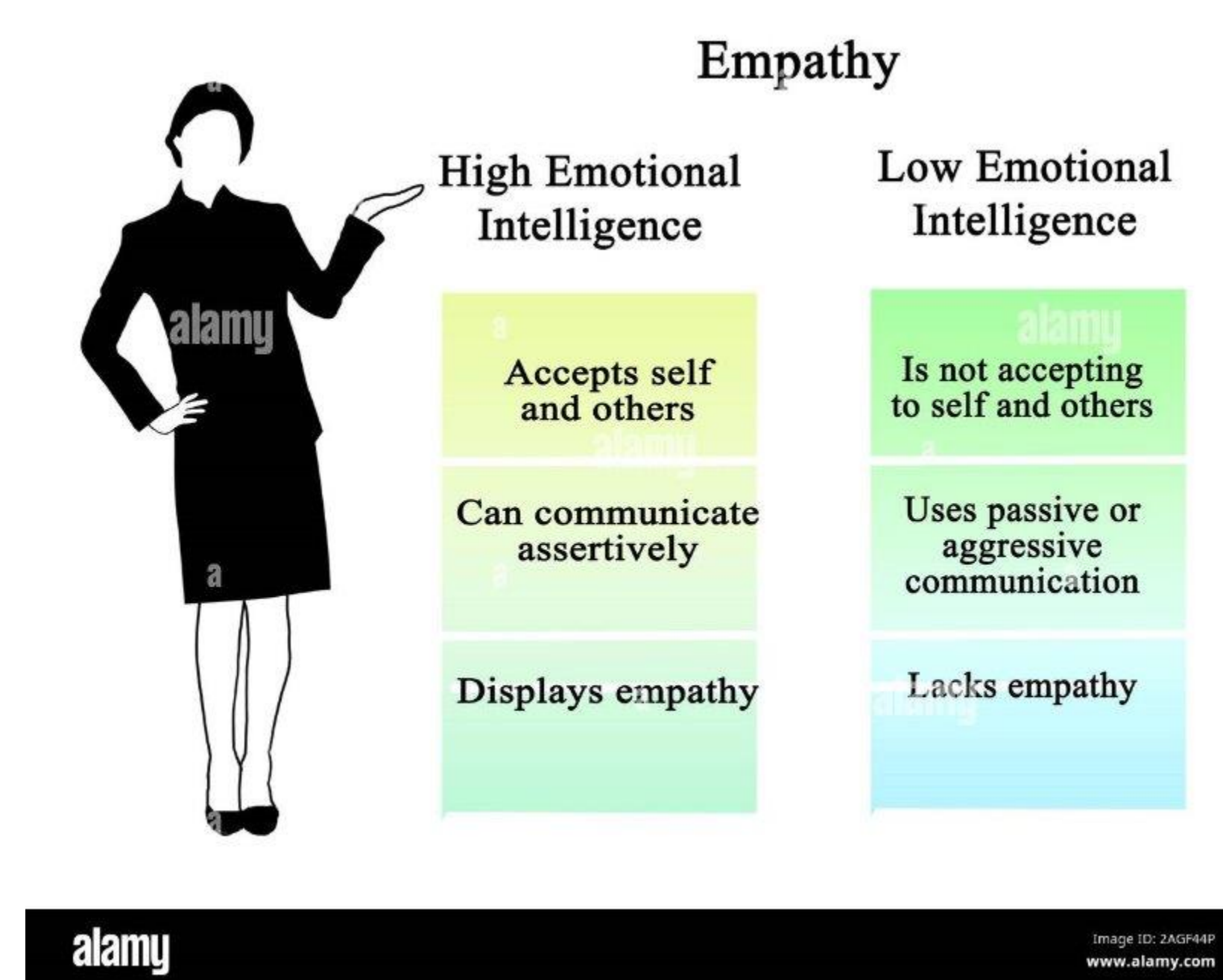
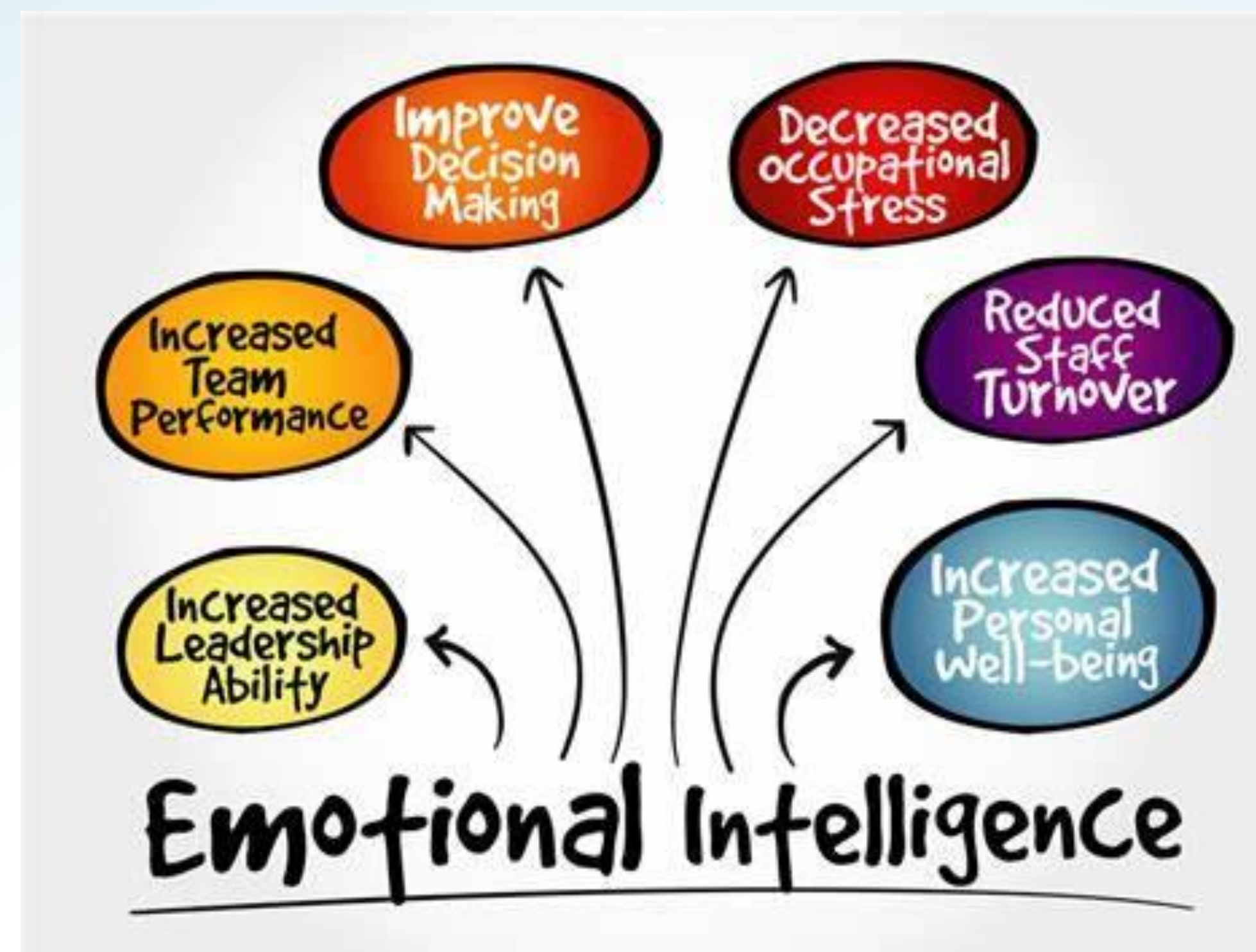
Customer Interactions: Utilizing self-awareness and empathy helps in understanding customer needs and responding appropriately, fostering positive experiences.

Handling Complaints: Self-regulation enables me to remain calm and professional when addressing customer concerns, ensuring issues are resolved effectively.

Working Under Pressure: EI aids in managing stress during peak hours, maintaining composure, and delivering consistent service quality.

Team Communication: Social skills and empathy facilitate effective collaboration with colleagues, ensuring a cohesive work environment.

Shelf-Filling and Multitasking: Motivation and self-regulation assist in maintaining focus and efficiency, even during demanding shifts.



[Emotional intelligence wheel empathy - sirdolf](#)

Literature Insights

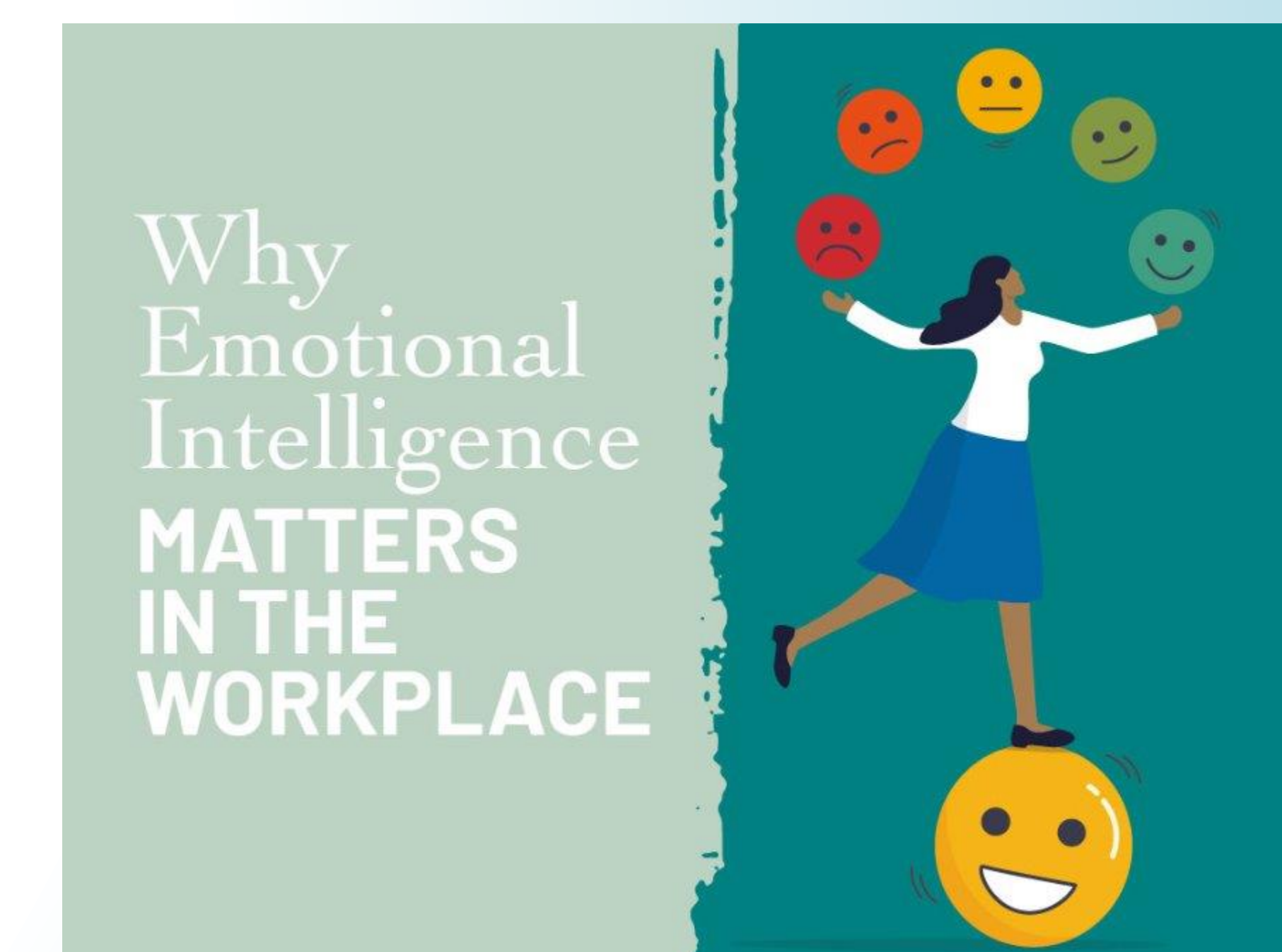
Doğru (2022) conducted a meta-analysis revealing that EI positively correlates with job satisfaction, performance, and organizational commitment, while inversely relating to job stress.

Singh et al. (2022) emphasized EI's role in enhancing interpersonal relationships and overall well-being, highlighting its multifaceted nature encompassing perception, understanding, regulation, and utilization of emotions.

Goleman's (1995) mixed model identifies five EI components: self-awareness, self-regulation, motivation, empathy, and social skills, all crucial for effective customer service.

American Express (2022) highlighted that EI training improves customer service by enhancing empathy and communication skills.

Crestcom (2021) noted that EI skills are essential for managing customer interactions and stress in service roles.



[Why Emotional Intelligence Matters in the Workplace](#)

Conclusion

Emotional Intelligence is integral to delivering exceptional customer service at Tesco.

By fostering self-awareness, empathy, and effective communication, EI enhances customer interactions and team dynamics.

Investing in EI development can lead to improved job performance, employee well-being, and customer satisfaction, underscoring its value in the retail sector.

