

Emotional Intelligence in Customer Service



WHAT IS EMOTIONAL INTELLIGENCE?

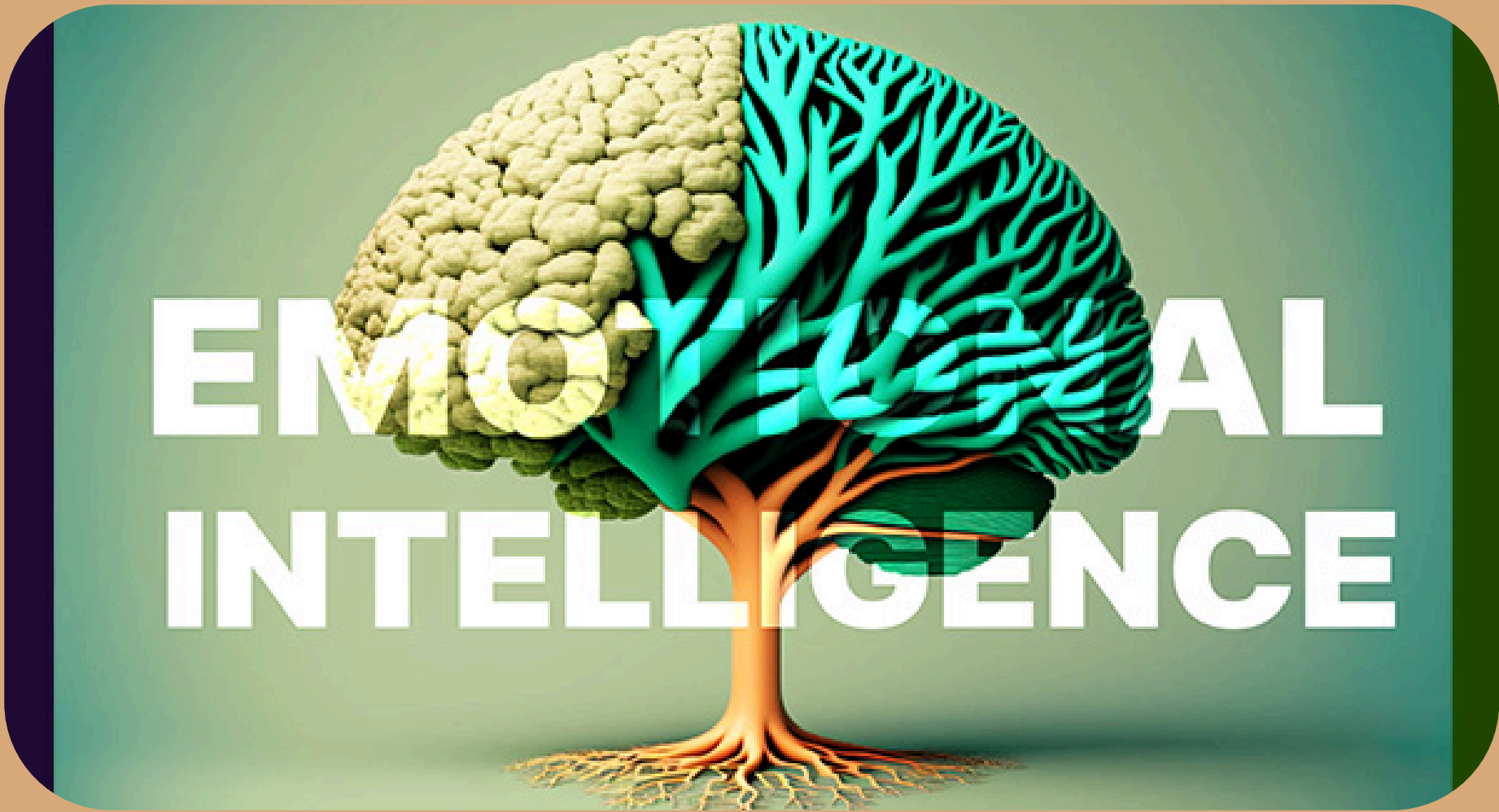
The ability to understand, manage and influence one's own and others' emotions (Goleman, 1995).
EI is an essential skill in work environments with intense human interaction, such as customer service (Brackett and Salovey, 2022).
The development of emotional intelligence is associated with increased job satisfaction, reduced conflict, and improved performance in roles that involve direct customer contact (Wheeler, 2022).

FRAMEWORK AT THE WORKPLACE

- Self-awareness
 - Self-management
 - Social awareness
 - Relationship management (Goleman, 2022).
- In a customer-facing environment, Goleman's model offers practical tools to manage stress and foster balanced relationships.

THE CWTCH CAFE & BARISTA ROLE

- Chepstow-Wales.
 - Small independent business (Tripadvisor, 2024).
 - A team of four people.
 - Interacting with customers.
 - Barista Person.
- Emotional intelligence is essential to cope with daily challenges, resolving potential misunderstandings and maintaining a positive atmosphere in both customer relations and team collaboration (Roy et al., 2024).



THE IMPORTANCE OF EI AT THE WORKPLACE

- Self-awareness
 - Self-management
 - Social awareness
 - Relationship management
- Building a positive work climate and customer loyalty (Caruso and Salovey, 2023).

SELF - MANAGEMENT: IMPORTANT TOOL FOR A BARISTA

- working in a demanding environment with busy periods and diverse interactions.
 - to be able to maintain calm and professionalism even in tense situations.
- Self-management is a significant predictor of performance in customer-service workplaces (Serrat, 2022).

WHAT CAN BE IMPROVED?

- Social awareness - interpreting the subtle emotions of others and reading nonverbal signals (Zeidner, Matthews and Roberts, 2022).
- Empathy and perspective-taking can be developed through conscious professional practice (Clarke, 2022; Madera, 2022).

THE IMPORTANCE OF EI IN LEADERSHIP

Leaders who demonstrate empathy, self-management, and relationship management skills can create a positive organisational climate, which has a direct impact on collective performance (Boyatzis and McKee, 2022).

CONCLUSION

Emotional intelligence transforms relationships with customers and the team, improving communication and performance. Investing in empathy and self-control creates positive experiences for everyone involved.