



Emotional Value: Creating Strong Bonds with Your Customers

By Janelle Barlow, Dianna Maul

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This book details a practice for adding emotional value to customers' experiences and to those of staff. The practices show that by understanding the critical role emotions play in creating customer experiences, organizations can take their service to new levels.

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Editorial Review

Amazon.com Review

Anyone who's ever worked any sort of service job, from the minimum-wage McDonald's cashier to the high-paid account exec, knows that the old store-policy standby "the customer is always right" is a load of bunk. But in our increasingly service-oriented economy, how can companies get their front-line service employees to keep a smile on their face (or in their voice) when dealing with customers from hell? Or even just from Long Island?

By teaching them how to say to customers "I feel your pain"--and even sort of (gulp) mean it. That's the message at the heart of this book from Janelle Barlow and Dianna Maul of consulting heavyweight TMI USA. "Customers are not always right.... But customers are always emotional," they write. "They always have feelings, sometimes intense, other times barely perceptible, when they make purchases or engage in ... transactions." That's why businesses must construct cultures that promote positive emotional states for both customers and employees. Unhappy employees out of touch with their own feelings, they warn, cannot provide "emotional value" for customers. The bulk of the book lays out practices for bringing EV to one's customers, including teaching employees emotional competence, maximizing customer experiences with empathy, and using emotional connections to increase customer loyalty.

If all this sounds a little too touchy-feely to evoke more than lip service from bottom-line-minded suits--or outright jeers from the dumped-on, underpaid, overworked people they employ--Barlow and Maul's slightly New Age-y language actually masks a smart and practical premise: companies that give their service workers a structured support system for putting themselves in their customers' shoes promote genuine well-being on both sides of the service line, leading to profits. This is also one of those rare business books where everything--such as the hundreds of daily, street-level service anecdotes (many of which had this writer laughing aloud in recognition)--speaks to the possibilities and limitations of the marketplace we all actually shop and work in, where rudeness, frustration, and apathy mingle with decency, competence, and compassion every day. You won't find a step-by-step, one-size-fits-all kit for customer compassion here, but there are ample explanations, snapshot examples, key-point breakdowns, and end-of-chapter self-questions to help get the process going for any manager or exec with half a brain. Or is that half a heart? --*Timothy Murphy*

Review

"Adopt and practice the five tenets of Emotional Value. You will reap the rewards of understanding your customers needs. Don't procrastinate; your competition will be reading this book, too." -- *Dianne M. Pusch, Regional Vice President, Western Region, University of Phoenix*

Emotional Value redefines customer service it is the new level. Read this book because delivering emotional value will be the entrance fee for any organization entering the 21st century. -- *Lisa Ford, author of How to Give Exceptional Customer Service video series*

I love this book. Emotional Value is an extraordinary achievement, destined to become a classic in the literature on customer service. Janelle Barlow and Dianna Maul have taken a brightly illuminating look into our experiences as customers and service providers and reflected back the true nature of our encounters. Emotional Value will forever change how you perceive, provide, and receive customer service. Solidly based in research, this book offers profound content, practical prescriptions, illustrative examples, and compelling

stories that will remain with you long after you put it down. Barlow and Maul deliver, and I implore you to read this book and immediately put it to use. Your customers feelings about your organization are at stake, and so is the value they create for you. -- *Jim Kouzes, coauthor, The Leadership Challenge and Encouraging the Heart and Chairman Emeritus, The Tom Peters Company*

Just as the emotional health of a person dictates physical well-being, the emotional health of an organization dictates its financial well-being. Janelle Barlow and Dianna Maul have composed a primer on this important topic. The authors data and stories paint a compelling picture of why taking care of customer, staff and organizational emotions should be a priority for every CEO/President. It is a must-read for businesses that hope to be on the cutting edge in the next millennium. -- *Chris Ehlers, Organizational Dynamics/Effectiveness Manager, Proctor and Gamble*

Presidents have to have it. Customers come back when they feel it. Making emotional connections means loyalty. If you want the practical roadmap for you and your people to take advantage of the experience economy, Emotional Value is a must-read. With this book you wont fall victim to change, you can help invent the future of the service industry. Emotional connections create the loyalty and scan pattern needed to impact for the long haul. -- *Terry Paulson, Ph.D., Past President of the National Speakers Association, and author of They Shoot Managers Don't They*

About the Author

Janelle Barlow is president and owner of TMI, USA, a partner with the Denmark-based multinational training and consulting group. Her client base includes Hewlett-Packard, Chevron, Unisys, Genentech, Avon Cosmetics, and many others.

Dianna Maul is vice president of marketing and senior consultant for TMI, USA. She was one of the founding directors of Horizon Airlines. Her clients include AT&T, Northern States Power, United Jewish Appeal, Municipal Gas Authority, Trend West Resorts, and Carl Zeiss, Inc.

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Emotional Value: Creating Strong Bonds with Your Customers can be one of your beginner books that are good idea. All of us recommend that straight away because this book has good vocabulary that may increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The

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