



The Customer Communicator Web Extra



Fuel your day with positive energy

Negativity getting you down? Are demanding customers, high-pressure performance metrics, and complaining coworkers draining your energy and leaving you feeling exhausted at the end of your day?

If so, then you are probably in need of a positive energy boost, says Jon Gordon, author of *The Energy Bus*, and in many cases you're going to have to supply that boost yourself with a change of attitude.

"Positive energy is the currency of successful business, and of customer service in particular," says Gordon. Negativity, on the other hand, costs companies as much as \$300 billion per year, according to some estimates, in terms of lost customers, lost productivity, and employee turnover.

"Each person in an organization contributes to the collective energy and to the culture of the office or call center," Gordon says. "A negative person contributes to a negative feeling and a negative energy that's conveyed to the customer and can drive customers away. Positive energy, on the other hand, is something that people are drawn to. It attracts more business, and positive people produce positive results."

Make someone's day every day

The key to maintaining positive energy both for yourself and for your customers, says Gordon, is creating a vision or a purpose that is bigger than the job itself. If there is a departmental service vision that you can buy into, that's great. But in some cases you may have to create it yourself.

One of Gordon's favorites is to "be a memory maker," and by that he means that your goal as a customer service representative should be to "make someone's day every day."

"People forget — they forget what they read and what people say to them, but they remember the experience and the way they feel about something," Gordon says. "So it's important to create a positive emotional experience for customers that makes them feel good. Just getting customers to smile more is an accomplishment that will make them feel good about your company."

In fact, Gordon suggests that every rep should think of themselves as the CEO of their company — its "chief energy officer." "Consider yourself empowered to share your positive energy with your customers," he says.

Don't let customers drag you down

Difficult customers are a fact of life if you work in customer service, but you don't have to let them put a damper on your positive outlook. Again, says Gordon, you have a choice.

"Mahatma Gandhi said, 'I will not let anyone walk through my mind with dirty feet,' and I just love that because it's true," says Gordon. "We have a choice whether we let people affect us or not. It's a matter of not taking people too seriously. It's understanding that customers are just having their bad days, and not getting caught up in it."

And if you do find yourself getting caught up in it, deep breathing is one way to get back to your positive attitude, or reciting a positive mantra like "Too blessed to be stressed," or just smiling.

