

## Building Emotional Intelligence Into Your CX Strategy

[Solvvy](#), the intelligent self-service platform reinventing customer experience, put together yet another informative webinar with breAnne O. Reeves, Co-author of “The Nordstrom Way to Customer Experience Excellence: Creating a Values-Driven Service Culture” and Mahesh Ram, Founding CEO of Solvvy. The two CX experts shared tips, tools and tricks to build a values-driven service culture to streamline processes, enhance agent productivity and improve customer loyalty by citing practical use cases.



breAnne O. Reeves shared the Nordstrom example to highlight the core components of Emotional Intelligence (or EI) defined as the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically. Awareness, humility, kindness, loyalty and trust are the building blocks of EI that help organizations retain customers and turn them into brand advocates.

**“A brand’s success is the product of profound human relationships forged with stakeholders both inside and outside your organization.”**

**- breAnne O. Reeves, RSi Consultancy**

Happy employees are able to forge strong bonds with customers. And, the support that customers experience while interacting with an organization becomes the key driver for creating a values-driven, meaningful CX lifecycle.

Mahesh Ram emphasized the need for studying customer journeys, comprehending user needs and aspirations, understanding the drivers of customer experience, building digital trust, hiring the right folks and being mindful about cultural sensitivities for creating extraordinary digital brand experiences. Uncovering the needs and expectations of customers also uncovers potential areas where self-service can be applied to improve the EI quotient.

Enabling a better self-service experience for the end user makes the whole organization more customer centric by freeing up the agent’s time to offer personalized care and support when and where required.

Ram shared examples of GoFundMe and Minted to highlight the role of intelligent automation and effortless self-service in creating a strong emotional connection with customers.

GoFundMe, the leading crowdfunding platform built on emotional experiences, employs an integrated approach to support. It uses digital self-service from Solvvy for servicing routine tickets and human agents for the more complex issues. With 25% tickets resolved through self-service, the support agents are available at the time of their customers' needs. As a result, GoFundMe is able to create social impact and deliver on its "Happiness Guarantee" through enhanced productivity and improved CSAT scores.



“Digital trust is about protecting our customer's valuable information and securing their data.”

- Mahesh Ram, Solvvy

To learn about the Nordstrom and Minted use cases, and get handy tips on scaling, training and more, catch the webcast in its entirety. Tune into the replay now.

[Webinar Replay](#)