Unit 7: E-portfolio Activity

# Question: As a Project Manager, what might be your response to manage the emotional reactions of a customer?

Supporting and understanding the emotional needs of others is an important skill especially when dealing with customers with different backgrounds and internal and external interpersonal concerns which should be seen as the basics for problem resolution (Buckley et al, 2004).

Customer service or customer solutions are centred around empathising with customers and understanding their needs. When working with customers using communication that empathises with customers should be common knowledge. This should work in such a way that project managers and customers collaborate on the requirements needed to satisfy a customer’s needs develop solutions to resolve matters (Lastner, 2016; Wong, 2018).

Creating trust between a customer and the project manager is imperative to controlling a customer’s reaction to a situation. IF the customer feels confident in the project manager and comfortable to communicate then when a situation arises the customer will feel comfortable to communicate hardships or issues which can promptly be resolved.

Project management roles require a number of skills and customer care is just one with multiple key skills included. Empathy, communication, and emotional intelligence are required to work alongside customers, stakeholders and team members.

Buckley, M. et al. (2004) Benefits of using socially relevant projects in computer science and engineering education. SIGCSE bulletin. [Online] 36 (1), 482–486.

Lastner, M. M. et al. (2016) The road to recovery: Overcoming service failures through positive emotions. Journal of business research. [Online] 69 (10), 4278–4286.

Wong, Z. (2018) The eight essential people skills for project management: solving the most common people problems for team leaders. First edition. Oakland, CA: Berrett-Koehler Publishers, Inc.