

CUSTOMER EXPERIENCE DURING DISASTERS



CE SATURDAYS
...Monday edition



- Awareness
- Empathy ★
- Action

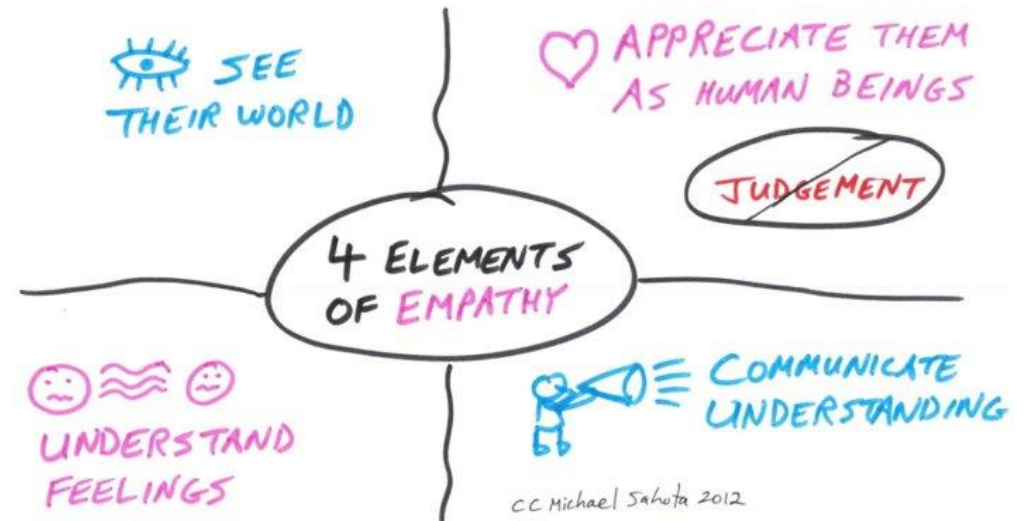


Awareness

- Recognizing the presence of suffering in disaster settings is not difficult: the reality of suffering is everywhere. However, disasters typically are marked by chaos and confusion. The sheer volume of suffering can easily overwhelm our capacity to respond. Stability of mind and critical thinking are essential skills for effective, compassionate action in these settings



Empathy



- The ability to feel or imagine the pain of the other.
- But the magnitude and intensity of suffering in disasters can easily lead to empathic overload and personal distress.
- When this happens, rather than in the presence of intense suffering, emotional regulation is essential for compassion. The ability to remain present to suffering, to feel the pain of the other but not be overwhelmed by it, is a skill.



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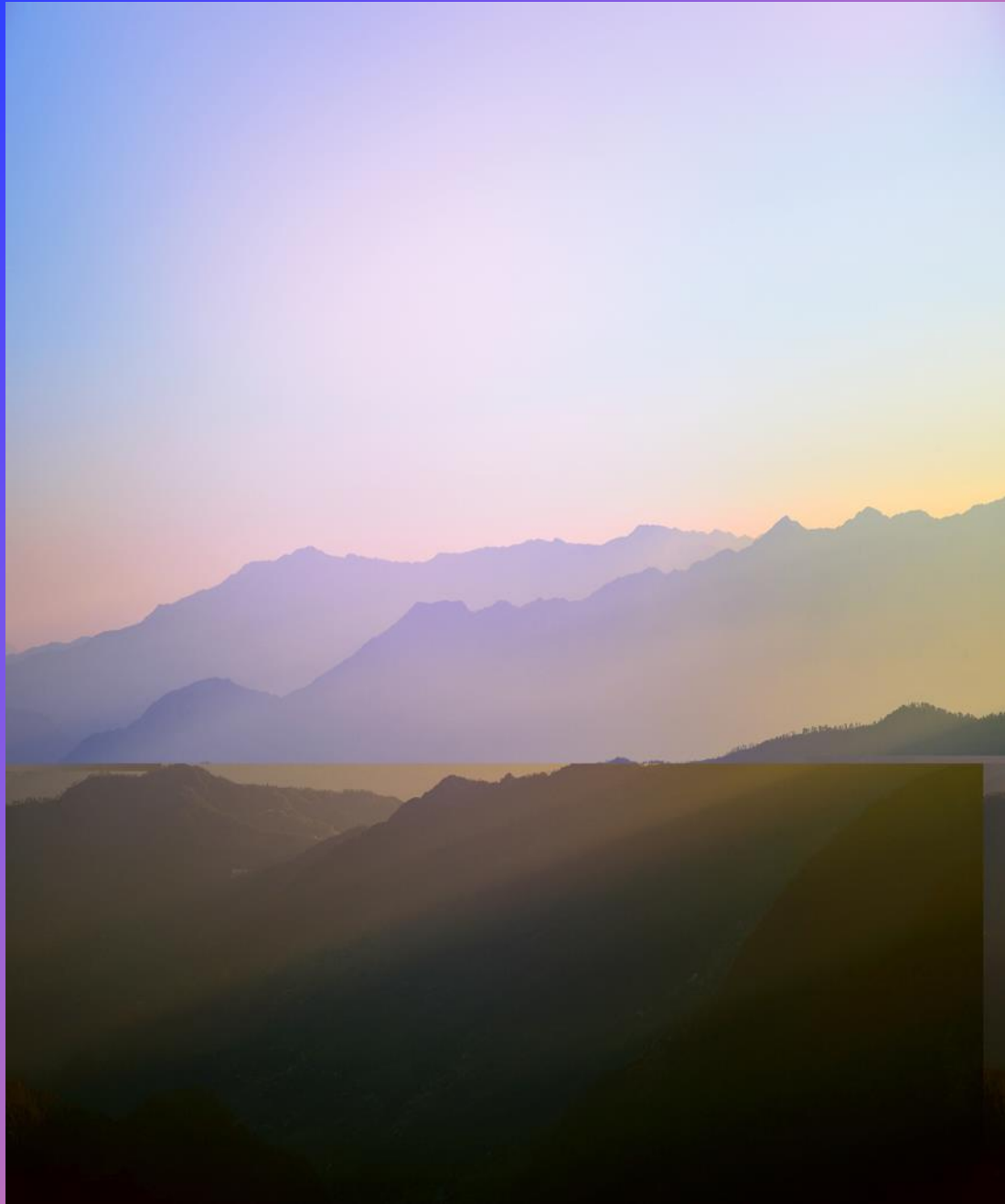


Action

- Action distinguishes compassion from empathy. Disasters focus the mind and demand urgent action. In disaster settings, the tools of compassion vary. Compassion may best be expressed through human presence, sitting in silence and holding a hand of someone who has suffered incalculable loss. Wisdom is required to discern the specific action(s) that will best serve.

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What other some
other examples you
could show empathy
and compassion in
disaster zones?

A GOOD READ!

<https://taskforce.org/wp-content/uploads/2019/11/Addiss-Compassion-in-disasters-1.pdf>



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