

Empathizing with Customers

The ability to empathize with a customer comes from having a similar or relatable experience. This worksheet can help you understand how your customer feels when they experience a particular problem. Each situation is a little bit different, so you can repeat this exercise to learn how to empathize with customers experiencing a variety of problems.

Step	Action
1.	Describe the problem.
2.	Describe why you think the customer was upset.
3.	Think of a situation where you had a similar feeling. What was it like?
4.	What can you do to demonstrate empathy to your customer?