

Call Center
WEEK 5

Empathy You Can Hear



Welcome.
Own.
Wow'em!



EVERY PATIENT | EVERY TIME | EVERY INTERACTION



THE BIG IDEA

Empathy doesn't require a long speech.

On the phone, one genuine sentence can acknowledge why the situation matters to someone.

Acknowledge the person before addressing the process.



OWN EVERY CALL

Use empathy naturally:

Listen for frustration, worry, or confusion.

Acknowledge the experience without judging it.

Avoid sounding scripted.

Don't lead with policy or process when emotion is high.

Then move toward what you can do next.



TRY THIS TODAY

Use one genuine empathy statement:

"I can understand why that would be frustrating."



HUMAN CONNECTION

You don't have to agree with everything someone says to acknowledge why it matters to them.



WHY IT MATTERS

Empathy communicates that you heard more than the request—you heard the person behind it.



THE WOW HABIT

Acknowledge the person before the process.



CALL IN ACTION

A patient says:

"I've called three times and still don't have an answer."

Try:

"I can understand why that would be frustrating. Let me review what's happened so far and see how I can help from here."



THIS WEEK'S COMMITMENT

In a difficult call, acknowledge the emotion before explaining the process.

Welcome the person. Own the moment. Wow'em!™

THE WOW METHOD™