



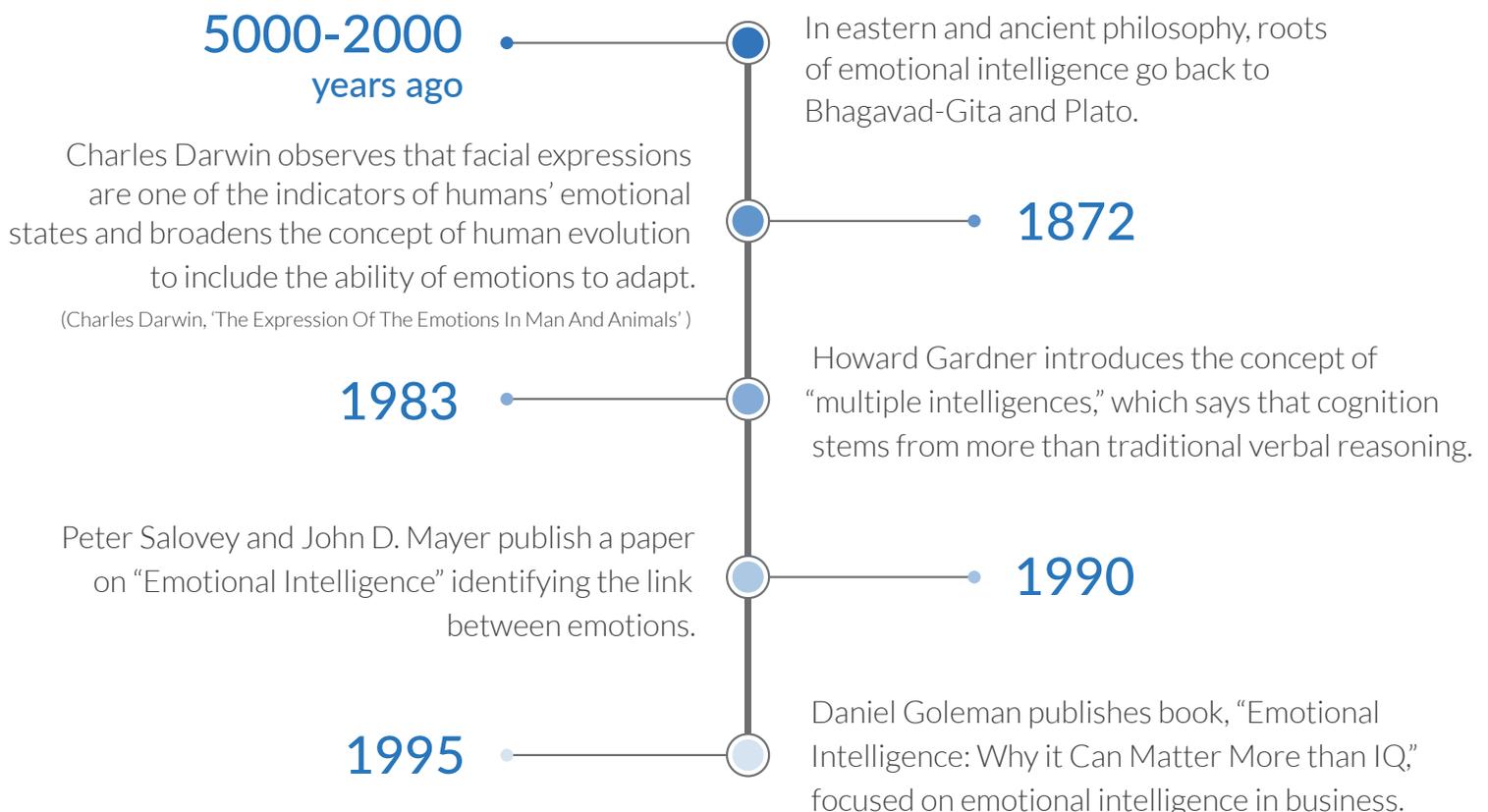
THE COGITO GUIDE
to Emotional Intelligence

WHAT IS EMOTIONAL INTELLIGENCE?

Emotional intelligence is generally said to include three skills:

- 1 Emotional awareness
- 2 The ability to harness emotions and apply them to tasks like thinking and problem solving
- 3 The ability to manage emotions, which includes regulating your own emotions and influencing the emotions of others

The Origins of Emotional Intelligence





EMOTIONAL INTELLIGENCE TO DRIVE SUCCESS IN BUSINESS

The term “emotional intelligence” was coined by psychologists Mayer & Salovey in the early 1990s and then further popularized by Daniel Goleman with the publication of his 1995 book “Emotional Intelligence: Why it Can Matter More than IQ.” Understanding its implications as a predictor for success, business leaders quickly took to the concept and have subsequently spent the last two decades figuring out how to best leverage emotional intelligence for organizational success as well as personal career growth.

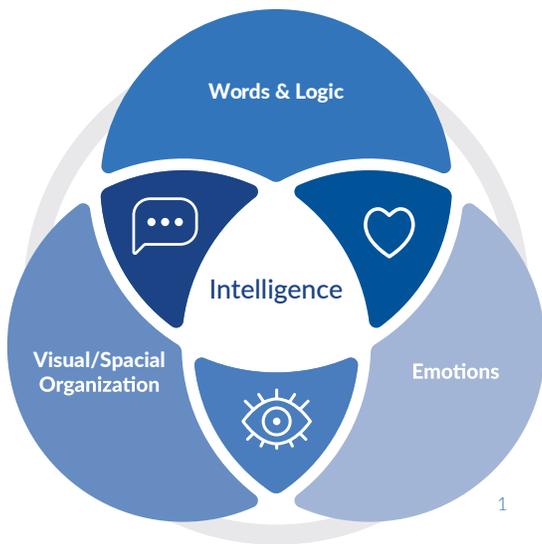
Mayer and Salovey devised a hierarchical model of emotional intelligence featuring 4 key steps:

- 1 **Self-regulate emotions to achieve specific goals**
- 2 **Understand emotional cues and signals conveyed by others**
- 3 **Leverage emotions to think more efficiently and productively**
- 4 **Assess emotions in others accurately**

Emotional intelligence is unique in that it demands the individual to be self-aware while also attending to and relating to the emotions of others.

At its highest level, **if your organizational leaders are more emotionally intelligent, they’ll be more effective managers and make your organization more efficient and successful.** Additionally, if you can teach your frontline employees who engage with customers on a regular basis to be more emotionally intelligent in their interactions, your customer satisfaction levels will improve, you’ll increase wallet share and ultimately gain and retain more customers.

EMOTIONAL INTELLIGENCE IS A KEY COMPONENT TO BALANCED INTELLIGENCE



In 1995, Daniel Goleman popularized the theory of emotional intelligence by expanding the concept to include the business context. This expanded model goes beyond self-awareness to the specific traits and behaviors necessary to achieve growth in a workplace environment.

Emotional Intelligence Domains and Competencies²

Self-Awareness	Self-Management	Social Awareness	Relationship Management
Emotional Self-Awareness	Emotional Self-Control	Empathy	Influence
	Adaptability		Coach and Mentor
	Achievement Orientation	Organizational Awareness	Conflict Management
	Positive Outlook		Teamwork
			Inspirational Leadership

1 | Emotional Intelligence: New Ability or Eclectic Traits, John D. Mayer, Peter Salovey, David R. Caruso, September 2008 American Psychologist

2 | Daniel Goleman's five components of Emotional Intelligence



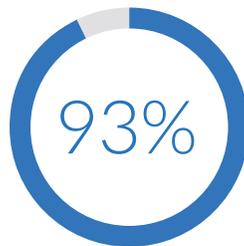
WHY EMOTIONAL INTELLIGENCE MATTERS IN CUSTOMER SERVICE

Individuals who can self-regulate, adapt and read the emotional cues of others demonstrate the combination of emotional intelligence skills. Frontline agents and their supervisors who can harness these skills are more engaged with their day-to-day work and are more likely to achieve organizational KPIs. In these professions, the daily rigors of productivity and efficiency are tied directly to the quality of conversation.

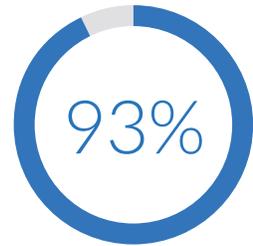
Customer service executives recognize the role that strong personal dynamics and more emotionally intelligent agents play in boosting brand loyalty and positive impressions of an organization.



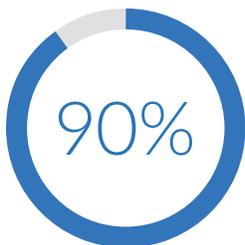
believe agents' empathy with customers contributes to overall business success.³



believe improvements in agent communication lead to increased issues resolution.³



believe the call center's performance has a direct impact on brand reputation.³



believe technology can be used to enhance human skills in the call center.³



believe creating emotional or personalized connections with customers helps to increase loyalty.³



say investment in call center operations is a high priority.³

³ Source: Frost & Sullivan survey 2018 sponsored by Cogito

THE IMPACT OF EMOTIONAL INTELLIGENCE IN THE CONTACT CENTER

In numerous studies, customers and agents have both identified that rapport is often difficult to establish, yet is the most critical element to ensure the success of a conversation. What's more, agents who establish rapport with customers are more engaged in the company.

Additionally, the ability to recognize both verbal and nonverbal emotional cues is inherent in successful conversations. In the contact center, the ability to recognize, interpret and respond to nonverbal cues can lead to a positive experience for both the customer and the agent.



Agents with high emotional intelligence are more receptive to feedback and more likely to achieve greater success in their professional career.⁴



Supervisors who coach effectively via 1:1s are more productive and more impactful.⁴



Organizations that emphasize emotional intelligence within management and performance metrics drive greater customer loyalty and lower employee attrition.⁴



of consumers say empathy from the agent impacts their spending with the company.³



of consumers say interactions with an agent impact their perception of a company.³



of consumers are frustrated with an agent's communication style at least some of the time.³



of consumers want to change service providers after a frustrating call.³



of agents report establishing rapport with customers as difficult.³



of agents believe establishing better rapport on customer service calls will improve their job satisfaction.³

7 in 10 agents want to be notified when a customer is getting tense or frustrated during calls.⁴

3 | Source: Frost & Sullivan survey 2018 sponsored by Cogito

4 | Fast Company: Why Emotionally Intelligent People Are More Successful

EMOTIONAL INTELLIGENCE IN THE 21ST CENTURY



2008

The power of artificial intelligence (AI) enters popular culture when the IBM Watson computer beats two human competitors on Jeopardy. The ability to adapt in real-time characterizes the evolution of AI.

MIT's Alex "Sandy" Pentland publishes "Honest Signals" and explains how a nonconscious form of signaling that is conveyed via voice can influence our social networks and predict success in life.

2011

2013

Cogito develops an AI platform and behavioral models to interpret human communication through voice conversations and detect psychological states automatically.

Innovations in cloud computing realize access to Big Data by growing enterprise organizations.

2013

2015 - Today

Cogito's AI solution delivers in-call behavioral guidance to agents and a real-time measure of customer perception for every phone conversation.



HOW COGITO CAN HELP

Delivering Real-time Emotional Intelligence in Phone Conversations

Cogito is helping thousands of agents build better relationships with millions of customers. Cogito enhances the emotional intelligence of phone professionals by applying behavioral science through artificial intelligence and machine learning.

Here's how it works:

Sense

Cogito captures voice and conversational dynamics within phone conversations. The software instantly processes the information through sophisticated analytical models analyzing nonverbal behaviors such as listening, tone, tension, consistency and mimicry.

Impact

Agents receive streaming in-call guidance on how they can adjust their speaking style to better perceive and respond to customers' emotional cues.

Improve

A customer experience score is automatically generated for each call allowing for objective and comprehensive insights into the customer's perception of the call. Historical trends of customer and agent behavior are provided for each call. Based on the measured behaviors and correlation to key business outcomes, Cogito can predict key business trends such as a customer's future loyalty.

Through the use of Cogito, customer service organizations experience higher emotional intelligence resulting in more engaged and productive agents and happier, more loyal customers.

To find out how Cogito can help your business, visit: www.cogitocorp.com.



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