

Empathy Statements

Here are six ways to write an empathy statement.

1. It sounds like...

It sounds like you're tired of having to request that we correct your bill every month. I can certainly understand why you feel this way.

2. I can see why... or I can understand...

I can see why you wanted to let us know about the four-week delay with your refund check.

3. If I were in your position, I would also...

If I had young children waiting at the bus stop for a late school bus every morning, I would also want to know what the school district plans are to improve the situation.

4. If that happened to me, I would also...

If a server spilled red wine on my suit coat, I would also want the restaurant to pay for my dry cleaning bill.

5. I also wish... [paraphrase the customer's complaint or request]

I also wish the wheelchair you'd requested for your mother had been available when her flight landed in Phoenix.

6. I am also [mention role], so I do understand why you wanted to/feel that...

I am also an avid cyclist, so I do understand that when a rider spends \$129 on a jersey, it shouldn't lose its shape when it's washed.

Self-Test: Get Your Empathy On!

Write an empathy statement for each customer. When you're finished, compare your empathy statements to the examples provided.

1. Customer writing to a web hosting company

My website is down again!!! What's going on? It's been down for about 10 minutes at least three times this week. This is getting ridiculous.

- **Your empathy statement:**
- **Example empathy statement:** I can certainly understand why you're frustrated about these intermittent outages.

2. Customer writing to a baby food company

I need a complete list of ingredients in your Yummy Rice Cereal for babies. You list "other artificial flavors" on the box, but my daughter has food allergies and I need specific information.

- **Your empathy statement:**
- **Example empathy statement:** As a parent myself, I agree that complete product information is essential. I want to know exactly what I am feeding my child! For a complete list of ingredients in Yummy Rice Cereal, go to...

3. Customer writing to county government's Recreation Department

I don't think it's fair that I have to renew my fishing license every year and pay the \$125 fee again. This is highway robbery by my own government! I already pay taxes, you know.

- **Your empathy statement:**
- **Example empathy statement:** Thank you for sharing your feedback about the annual fee for a fishing license. I also wish that these fees were lower, but the Recreation Department relies on these fees to maintain our fishing piers and to stock the county's trout ponds.