

# Emotion in Twitter Service Delivery



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# Lots of Customer Anger in Service!

I work in customer service, so by all means, please use me as a verbal punching bag. It makes me much more likely to do what you want when you scream your request at me.



your  cards  
someecards.com

# Emotion Labor Rules!



## Logic:

Employee Emotions  
are Cheap;  
Effortless;  
Promote Sales and  
Service;

# Emotion in Tweeter Service



 @VanDusenEthan

@BestBuy too bad your site keeps saying my email is invalid. You just lost a \$300 dishwasher sale.

Customer  
Anger  
Frustration



 @BestBuySupport

@VanDusenEthan I'm sorry you were unable to purchase. Indeed it is annoying.

Employee  
Apology  
Empathy



 **MrJoeSterne**

@BestBuy bought a surface today. Opened it to see it's totally wrecked. Need help. Not happy



Customer<sub>1</sub>

Customer<sub>2</sub>

Customer<sub>3</sub>

Customer<sub>4</sub>

Customer<sub>5</sub>



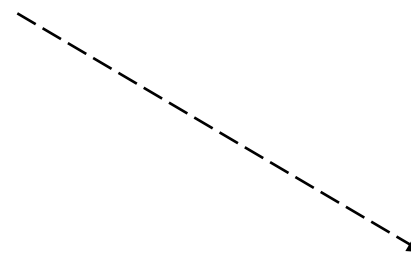
Employee<sub>1</sub>

Employee<sub>2</sub>

Employee<sub>3</sub>

Employee<sub>4</sub>

Employee<sub>5</sub>





 **BestBuy**

@MrJoeSterne That's very shocking indeed! please bring the device to your local store for assistance.

# Service Interactions are Public Domain

- Managerially Important:
- Immediate dissemination (no need for Word of Mouth)
  - So .... BROADCASTING CORPORATE SERVICE QUALITY
    - ➔ Also ... Useful data for research:
      - Research Questions:
        - What emotions do customers express?
        - What emotions do employees express?
- What is the influence of these (customer / employee) emotions?

# Method

	<i>What Emotions?</i>	<i>Do emotions influence Broadcasted Service Quality?</i>
M-Turk	<i>N</i> = 137 (USA)	<i>N</i> = 145 (USA)
305 Twitter Service Interactions		 
Task	Rate customer and employee emotions	Rate Perceptions of Service Quality
Multiple Raters	3-5 per conversation	2 per conversation



# What Emotions?



## Customer Emotions

Anger  
Frustration  
Disappointment



Negative  
Emotions

Happiness  
Gratitude



Positive  
Emotions



## Employee Emotion Strategies

Apology



Apology

Thanking  
Cheerful

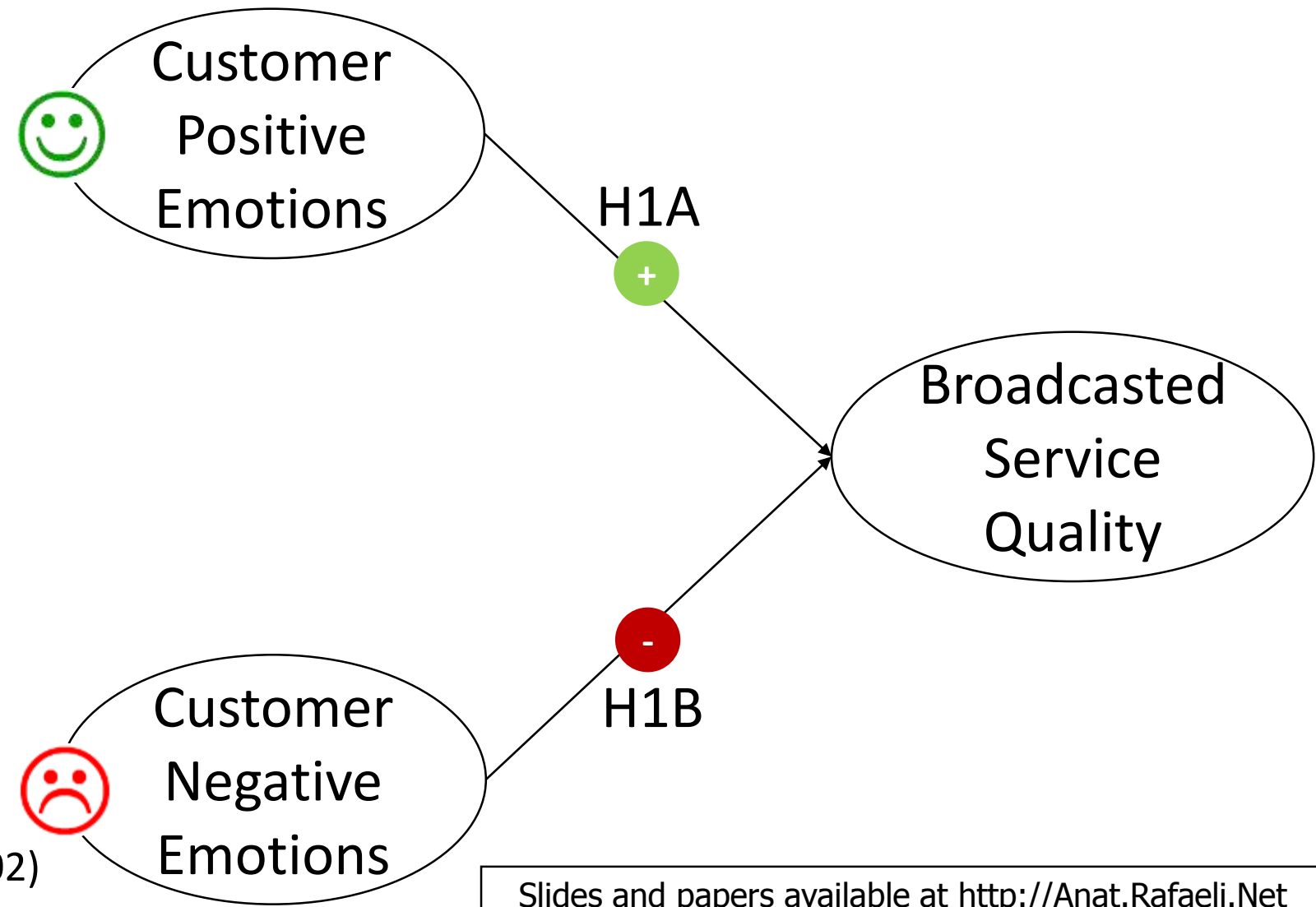


Positivity

CFA confirmed model superiority over 2-factor model  
 $\chi^2[21df] = 106.83, p = .001, CFI = 0.98, TLI = 0.96, RMSEA = 0.07$



# Do Customer Emotions Relate to Satisfaction?

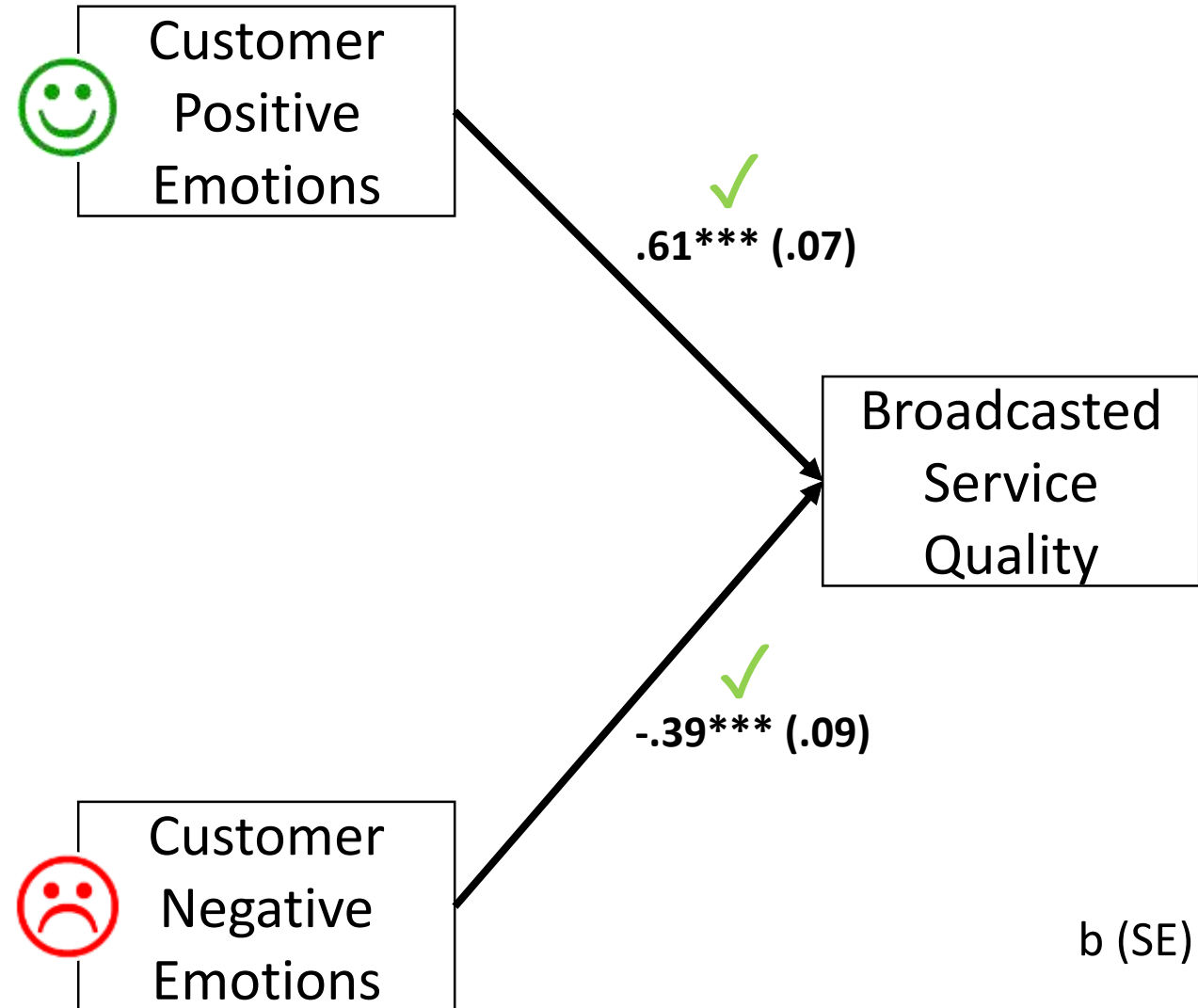


Customer emotions related to service evaluation (Mattila & Enz, 2002)

# Yes!!

Controls:

Firm, type of complaint, severity of issue, length of interaction, did interaction end



$N = 305$  interactions

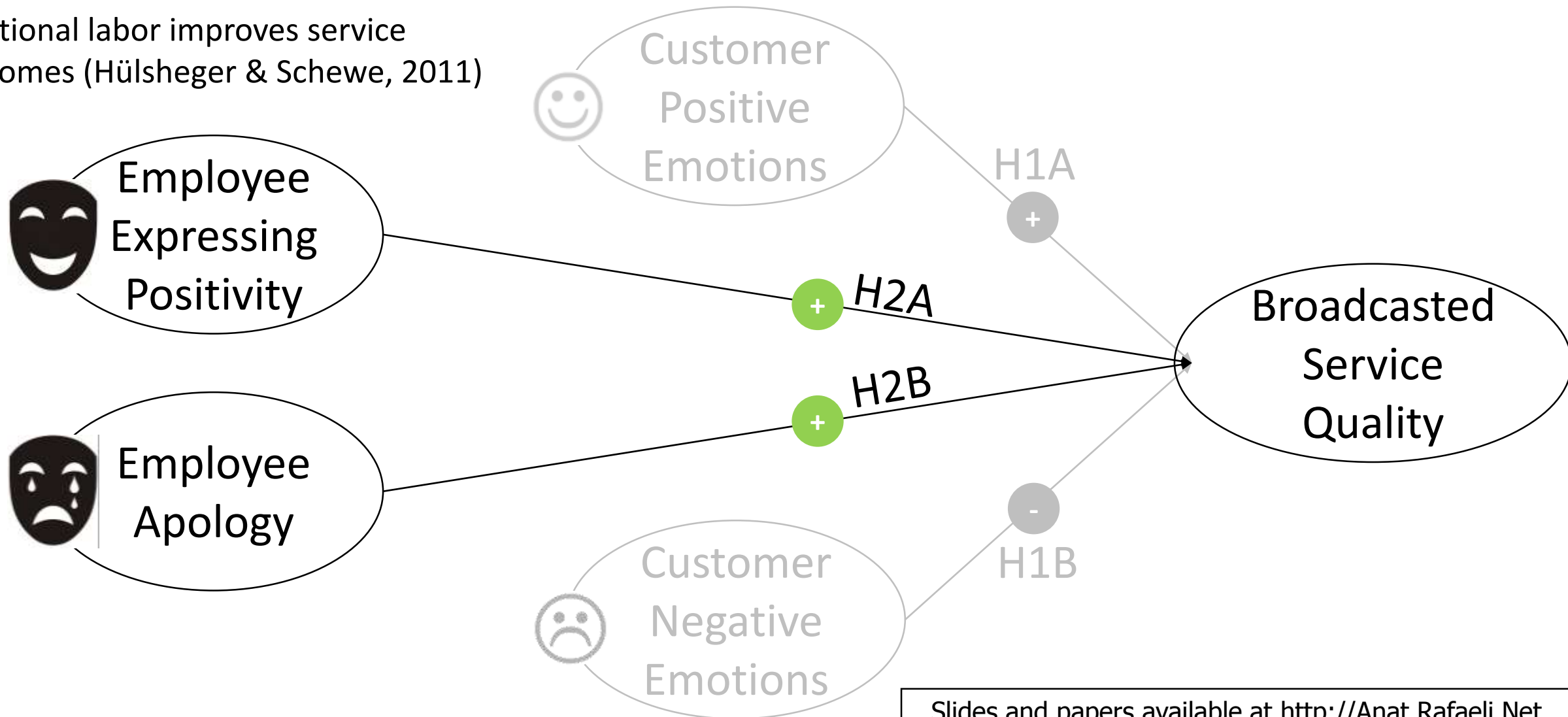
**Adj.  $R^2 = .48^{***}$**

**$\Delta R^2 = .22^{***}$**

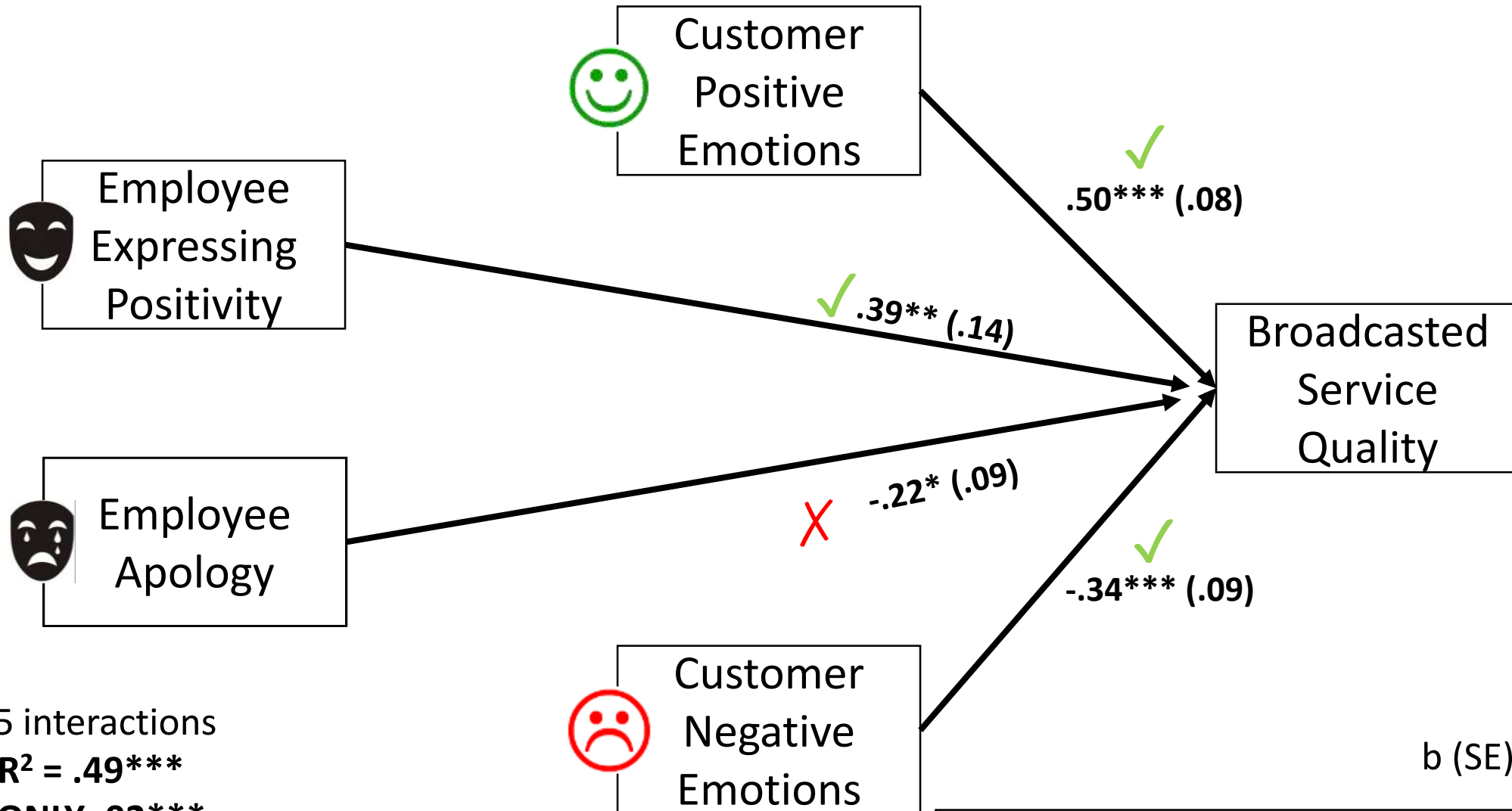
b (SE)

# Do Employee Emotions Relate to Broadcasted Service Quality?

Emotional labor improves service outcomes (Hülshager & Schewe, 2011)



# Positive Relationship of Employee Positivity and Broadcasted Service Quality

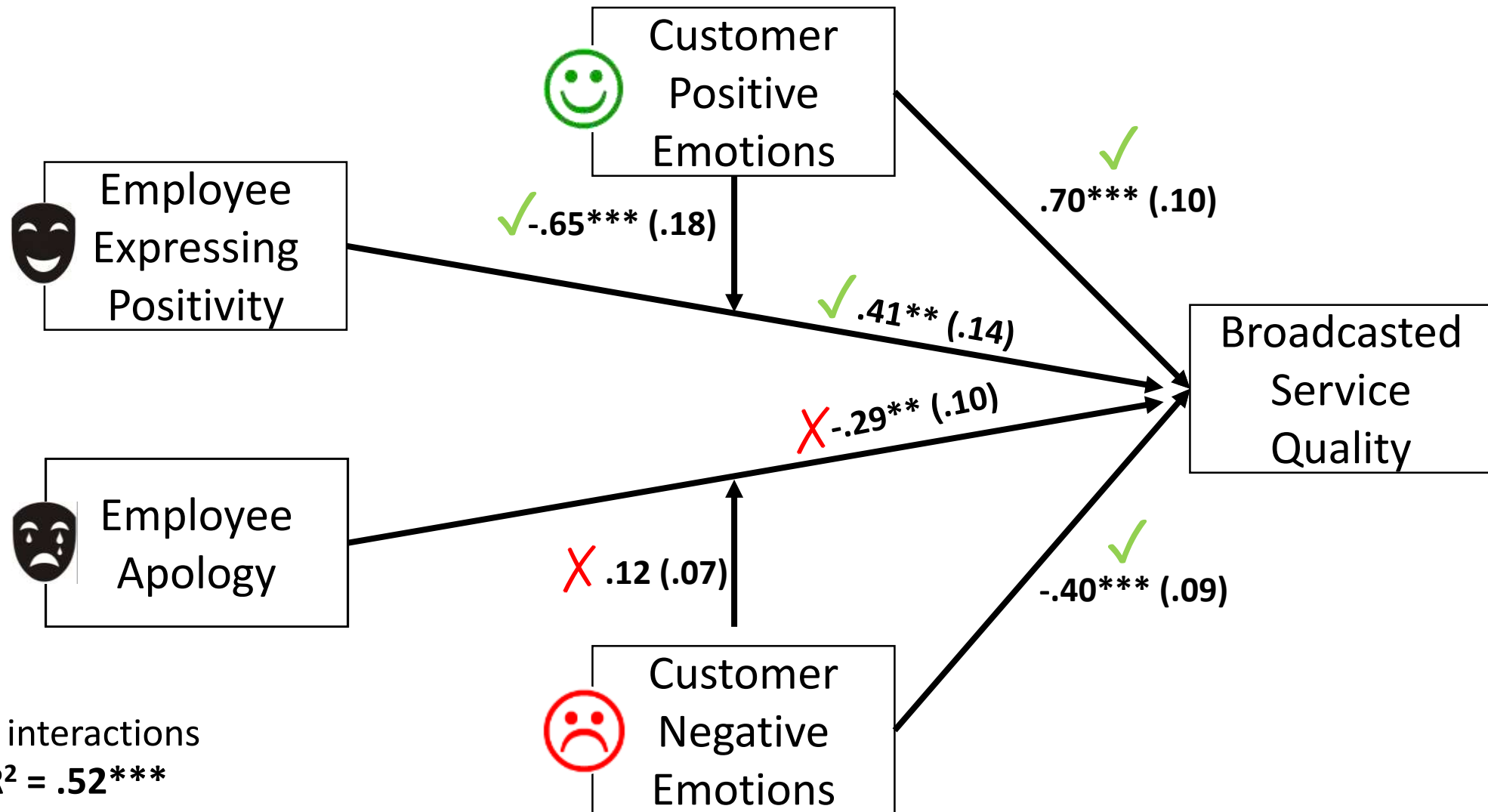


$N = 305$  interactions

Adj.  $R^2 = .49^{***}$

$\Delta R^2 = \text{ONLY } .02^{***}$

# The Problems of Employee Emotions



$N = 305$  interactions

Adj.  $R^2 = .52***$

$\Delta R^2 = .03***$

b (SE)

# Summary

- Employees and customers DO express emotions in Twitter service.
- Customer emotions are basically ... positive or negative ...
- Two Sets of Employee Emotions ... positivity and apology
- **Effect of employee emotions smaller than customer emotions**
  - Employee positivity sometimes unnecessary (when customer is VERY positive, or “Delighted”)
  - Findings illustrates the important effects of Twitter service interactions as Broadcasting Service Quality to “by-standing customers.”



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Omg, THANK YOU!!!



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