

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Period: \_\_\_\_\_

## Deborah Rodriguez The Psychology of Customer Service

1. A theory of consumer motivation proposed by Abraham Maslow, it identifies five levels of consumer needs: physiological, safety, social, ego, and self-actualization. A. Social
2. Regulating emotions to achieve a specific effect in the workplace; jobs that involve emotional labor require employees to interact directly with external customers, to work to obtain a specific emotional response from the customer, and to control or conceal his or her own personal emotional responses when necessary. Many hospitality and tourism jobs involve emotional labor B. Halo Effect
3. Why people choose to buy certain products or services or why people choose to buy from certain companies. C. Consumer Motivation
4. Observation or perspective. D. Perception
5. The third level of Maslow's Hierarchy of Needs; the need for interaction with other people. E. Physiological
6. The second level of Maslow's Hierarchy of Needs; the need to be protected from the weather, from danger, from illness. F. Self-Actualization
7. When the positive feeling resulting from a first impression lasts through subsequent encounters. G. Maslow's Hierarchy of Needs
8. The fourth level of Maslow's Hierarchy of Needs; the need to feel special and respected. H. Safety
9. The technical knowledge and information needed to perform a job, such as computer skills and knowledge of administrative policies. I. Emotional Labor
10. The top of the pyramid in Maslow's Hierarchy of Needs; the need to fulfill your potential. J. Ego
11. The science of behavior. K. Psychology
12. The first level of Maslow's Hierarchy of Needs; physical needs like eating or sleeping. L. Hard Skills