



Customer Service Notes for wfc

The Importance of Non-Verbal Communication

For most of us, when we think of communication, only verbal communication (in person, on the phone, in a virtual meeting) comes to mind. We also need to remember how important non-verbal communication is as this communication can contradict our verbal communication.

Here are some positive examples of non-verbal communication.

- **Smiling** – A smile sends the message that you are pleased to see and be with the participant. Other times, a smile can reinforce progress that a participant has made.
- **Nodding** – A nod affirms that you are actively listening to a participant. It also can show that you are pleased with the participant's efforts.
- **Thumbs Up** – Giving a thumbs up demonstrates that you are pleased with what the participant is saying. It could be that she is giving you an example of how she has been creative in getting her daughter to eat more vegetables. Just don't use it too often.
- **Eye Contact** – Making eye contact with a participant shows you are engaged in the conversation. Remember, however, to not constantly make eye contact.

Here are some negative examples of non-verbal communication.

- **Crossing Your Arms or Putting them on Your Hips** – Crossing your arms when speaking to a participant may come across as if you are impatient with her. Also do not put your arms on your hips as this may be viewed as your being annoyed with her.
- **Lack of Eye Contact** – Not making eye contact can come across as your being uncomfortable with the participant. It could also be viewed as your not being honest or not being interested in what's being said.
- **Rolling Your Eyes** - Avoid rolling your eyes as a participant will feel you are unhappy with them. Some people are unaware that they do this.

Be careful about using too many gestures or different forms of non-verbal communication as they could be offensive in other cultures or perceived in a negative way.

Question for Reflection

1. Do you smile when greeting a participant and make eye contact?

