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# NeuroMagic of Customer Service

How Language Shapes Calm, Connection, and Confidence

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# **The Emotional Reality of Service Work**

- Have you ever had a patron interaction that stayed with you all day?
- Have you ever replayed it in your mind later?

# When the Brain Goes Into Survival Mode

- Amygdala detects threat
- Logic processing decreases
- Emotional reactivity increases



# Why Logic Doesn't Work First

- Stress blocks reasoning
- Safety must come before solutions
- Emotional regulation precedes problem solving



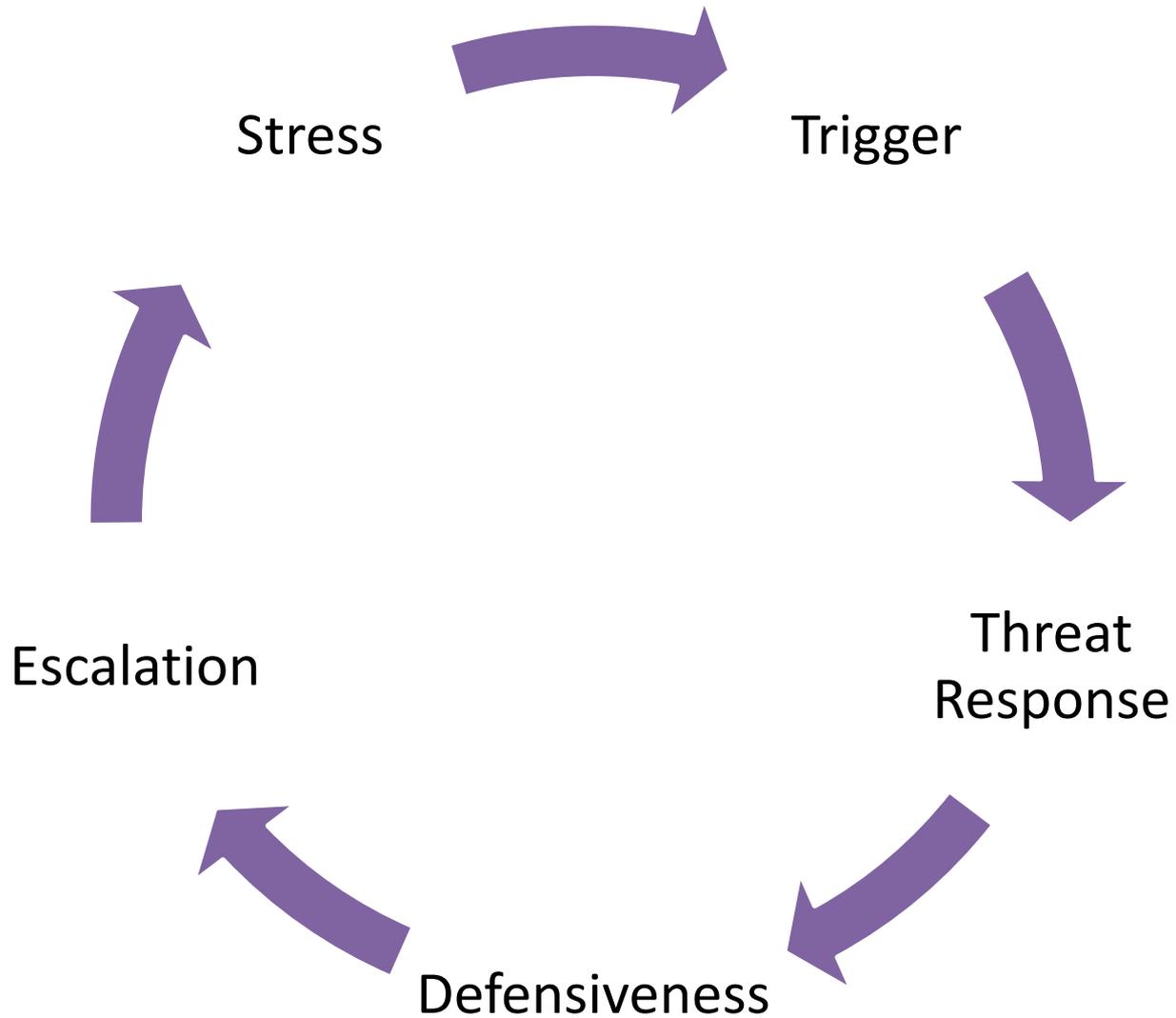


When patron escalation meets  
staff emotional regulation

# Recognizing Stress Responses



- Raised voice
- Finger pointing
- Talking over staff
- Shutting down
- Crying



# How Interactions Spiral

# Language Casts Emotional Spells

- Words signal threat or safety
- Tone influences defensiveness
- Delivery matters



# Escalating vs Regulating Language

## Escalates Stress

- “That’s policy.”
- “You need to calm down.”
- “You filled this out wrong.”

## Regulates Stress

- “Here’s what I can offer.”
- “I want to help.”
- “Let’s take a look together.”



# The ACE Framework

- Attitude
- Communication
- Experience

# Attitude

## The Energy You Bring



- Emotional regulation
- Self-talk
- Tone before words
- Nervous system awareness

# Communication

## Words That Work



- Micro-scripts
- Tone and pacing
- Boundary language
- De-escalation phrasing

# Experience

## Designing the Patron Journey

- Policies
- Signage
- Wait times
- Processes
- Service flow



# Where Does Escalation Begin?

Think of your last difficult interaction:

- Attitude?
- Communication?
- Experience?



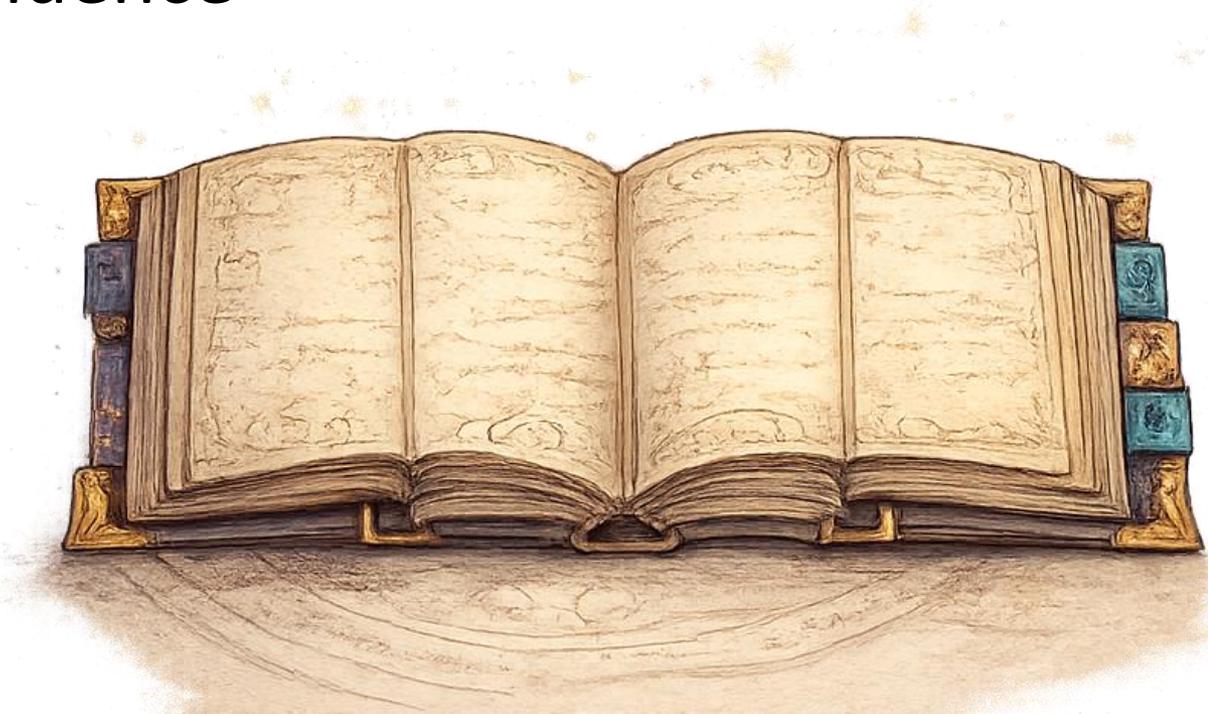
# Which Phrase Escalates?



- “That’s our policy.”
- “Let me see what I can do.”
- “You need to calm down.”
- “I understand why that’s frustrating.”

# Your De-Escalation Spellbook

- Short, repeatable phrases
- Reduce emotional reacting
- Increase confidence



# NeuroMagic Script Structure

Acknowledge → Align →  
Offer → Boundary

“I understand this is frustrating. I want to help. Here’s what I can do today.”

“I understand why  
that’s frustrating.  
Let’s see what we can  
do.”



# Real-World Spellcasting

- Patron angry about computer limits
- Patron demanding exception
- Patron upset about wait time



# Patrons Aren't the Only Ones Escalating

- Internal dialogue shapes tone
- Tone shapes patron response

# Rewriting the Inner Script

- “I can handle this step by step.”
- “Stay calm.”
- “This isn’t personal.”

# Your Service Spell Kit

- Brain awareness
- Attitude regulation
- Communication scripts
- Experience design
- Self-talk resets



**WHAT'S ONE PHRASE  
YOU'LL USE TOMORROW?**

# Thank You

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