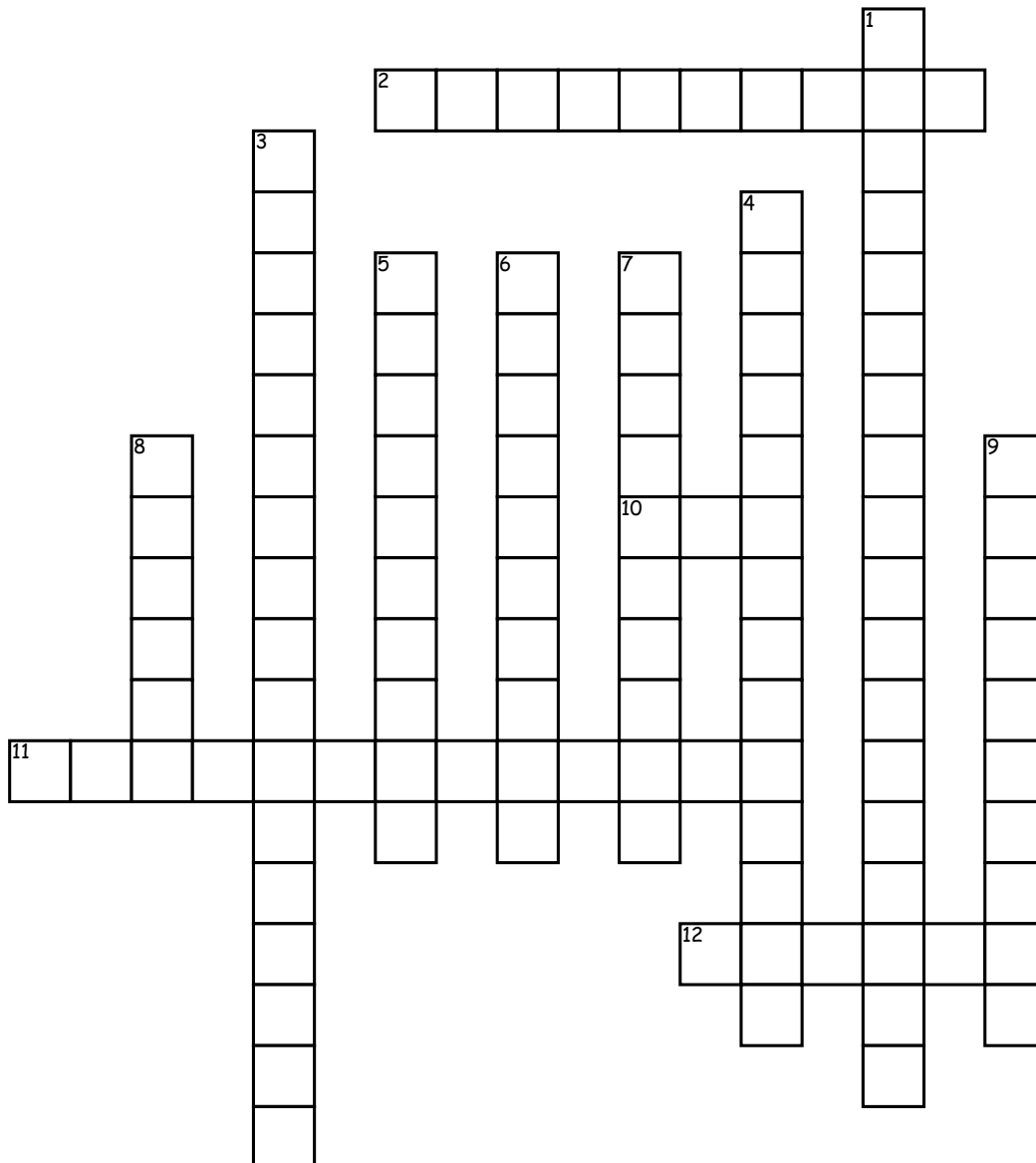


The Psychology of Customer Service



Across

2. Observations or perspective

10. The fourth level of Maslow's Hierarchy of Needs; the need to feel special and respected

11. The first level of Maslow's Hierarchy of Needs; physical needs like eating or sleeping

12. the third level of Maslow's Hierarchy of Needs; the need for interaction with other people

Down

1. why people choose to buy certain products or services or why people choose to buy from certain companies

3. The top of the pyramid in Maslow's Hierarchy of Needs; the need to fulfill our potential

4. Regulating emotions to achieve a specific effect in the workplace

5. the attitudes or personality traits that can contribute to a person's success

6. The science of behavior

7. when the positive feeling resulting from the first impression lasts through subsequent encounters

8. second level of Maslow's Hierarchy of Needs; the need to be protected from the weather, from danger, from illness

9. The technical knowledge and information needed to perform a job