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# ULTRASTOR

*Our staff can empathize with our customer's, because let's face it, who doesn't appreciate flexibility?*



## Empathy VS Apathy

While these two words sound very similar, by definition, empathy is the opposite of apathy.

- The suffix -pathy means "feeling" or "suffering"
- The prefix em- means "within" or "inside"
- The prefix a- means "not" or "without"

## Empathy is defined as "the ability to understand and share the feelings of another".

Apathy is defined as "a lack of interest, enthusiasm, or concern". Both of these behaviors require 2 people to take place. Empathy is not an emotional state. It is the capability to share and understand the emotions of others. When you make an emotional connection with someone and you can feel what they are feeling, that's empathy. For example, Sally's renovations took longer than expected. You recently put an addition on your house and had some similar setbacks, resulting in you empathizing with Sally.

On the other hand, apathy is an emotional state. A person who is apathetic is uninterested, indifferent and unresponsive to the feelings of others or any problems that may occur. When you cannot identify or just "don't care" about a certain situation, that's apathy. For example, Sally rented a storage unit, paid for a month, but only used a couple of weeks. The company charged the month and was apathetic to the fact that Sally had vacated the unit early.

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Blogger

ELLE MANAGEMENT | NO. 2



**I DON'T FEEL,**  
and neither do I care to.

-Apathy

At **UltraStor**, we have a 4 week minimum rental, but we know that the vacate date is always up in the air. After your first 4 weeks, if you've made another 4 week payment but luckily enough your reno's were completed ahead of schedule, don't worry! Your unused rent is always refunded! Our staff can empathize with our customer's, because let's face it, who doesn't appreciate flexibility?

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