**1. Customer Service Standards Statement**

**Empathy-Driven IT Support for Lasting User Trust**: When it comes to IT service, it means providing trust and alleviating stress for users. To become an IT supervisor, one must recognize the importance of treating every user with the respect they deserve, using simple language, and responding promptly to their technical issues.

**How IT Should Treat End Users**: In the field of IT, IT professionals strive to ensure that all users feel heard when issues arise with their systems. The IT professional will need to speak in a kind tone and be patient with people who are unfamiliar with computer use (Sheth et al., 2024). They should also build trust with users, knowing that the IT department is willing to help any user at any time. Interactions are a way to reinforce their reliability and professionalism, and are always a means to improve the process further.

**How I Define Great Service**: I believe that great service is beyond solving problems. Spotify uses Social media to communicate when they are having technical issues. The team is being very apologetic and assures the customer that it is not their fault (Elliot, 2024). They also make sure to give updates and reply to people's tweets. This makes customers feel valued and respected. The issue is not about what we do but rather about making the customer trust that we care about their experience.

**How I Resolve Complaints Professionally**: Upon receiving a complaint, the first thing I do is understand it, and then react without reacting emotionally based on the facts. The user's concern will be validated and then listened to, and questions will be asked about the categories of the case study. (Sheth et al., 2024). I make sure to practice not shouldering blame and also display professionalism by showing appreciation for customers' feedback. I aim to resolve customer dissatisfaction by addressing the issue calmly, resolving the problem promptly, and continually improving our service.

# Reference

Elliot, N. (2024). Investigating Social Media Dissemination and Word-of-Mouth Effects: A Study on the Starbucks and Spotify Brand Collaboration. *Frontiers in Management Science*, *3*(1), 21-27. https://www.paradigmpress.org/fms/article/view/1000

Sheth, J. N., Jain, V., & Ambika, A. (2024). Designing an empathetic user-centric customer support organisation: practitioners' perspectives. *European Journal of Marketing*, *58*(4), 845-868.

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