

## **Efficiency with Empathy: My IT Service Philosophy**

An IT supervisor is required to efficiently and attentively resolve technical issues. Every ticket that comes in represents a person who is just trying to do their job. It is our job and responsibility to make that easier.

- 1.** End users are not a burden to the IT, they are customers. We should treat every interaction calmly, respectfully, and with clarity. Active listening and not making promises we cannot fulfill allows the customer to feel we understand their problem and will empower them to solve it. Even under pressure, we must treat the customers with respect and dignity so that they will continue to trust IT to help the business and empower the organization.
- 2.** Another example of Southwest Airlines' stellar customer support occurred when a person missed their flight due to a family emergency. The airline agent not only quickly rebooked the traveler without any extra charges but also provided clear updates and offered emotional support (Muzinda, 2021). The travelers felt that they were genuinely cared about, not just processed. This personalized and empathetic approach is a great example of the type of responsiveness, individual attention, and warmth that meets the customer's expectations.
- 3.** Focusing on calming tensions and rebuilding confidence is what I strive for when dealing with complaints. My priority is to listen attentively without interruption, empathize with the user's frustration, and ensure that they understand their concern is significant. Ensuring the user does not feel overlooked is the primary objective, which is why I explain the next step and provide regular updates to keep them informed. My primary focus when addressing complaints is to transform a negative experience into one that embodies professionalism, responsibility, and user-centric problem-solving.

## Reference

Muzinda, M. (2021). *Customer Service Strategies to Minimize Negative Customer Incidents in the Airline Industry* (Doctoral dissertation, Walden University).

<https://search.proquest.com/openview/efa7a7590ab25150e84bd975b800f71a/1?pq-origsite=gscholar&cbl=18750&diss=y>