

People-First IT Support: A Culture of Care and Clarity

The focus is on the people for me as an IT Supervisor. Every technical issue is impacting someone's personal (psychological) and professional aspects. People consider IT support to be top-notch if their issues are fixed, but there is more to it than just providing solutions, for instance, building trust.

- 1) By exhibiting respect, patience, and empathy, an IT professional must consistently approach the user. They can, when requested by users, provide answers that are creative, professional, and technically sound, making users feel that they are given attention and respect. In a judgment-free situation, open conversation is achieved through professional listening rather than pre-judgment. Users' trust builds when the environment is created, and they feel safe when asking questions.
- 2) Great service is fast, accurate, and educational. If a user feels more informed and in control through their service experience, rather than being confused or sidelined, that is good service. DuoLingo's customer support is a great example. When users encounter issues with their subscription or the app, their responses are swift, accurate, and accompanied by step-by-step guidance (Tuong & Dan, 2024). Their help articles are truly educational and empower users to solve potential similar problems independently in the future. This approach not only solves the problem but also enables customers to feel informed and empowered, exactly what makes for a great customer service experience.
- 3) When handling someone's complaint, I must practice active listening and avoid getting defensive. I will accept the user's problem and thank them for bringing it to my attention. I will explain the process I will use to resolve the issue, keep the user updated throughout, and receive confirmation from the user before closing. Professionally approaching this situation will ensure a positive user experience and a sense of trust and transparency.

Reference

Tuong, N. K., & Dan, T. C. (2024). A STUDY ON DUOLINGO MOBILE APPLICATIONS TO IMPROVE EFL STUDENTS' LISTENING COMPREHENSION PERFORMANCES. *European Journal of Alternative Education Studies*, 9(1).
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