

**Personal Philosophy on Customer Service in IT:** Beyond solving IT issues for customers, the customer service role is about building trust, empathy, and clarity as an Information Technology Supervisor. From my perspective, every person seeking IT assistance should receive help, regardless of their technical knowledge. I believe in patience, Professionalism, and continuous improvement.

**How IT Should Treat End Users:** IT professionals should also keep in mind that users are not just recipients of support tickets; they are partners in the organization's excellence. End users should be treated with courtesy, actively listened to, and responded to with openness, regardless of whether an agreement or disagreement is reached. Professionals in the IT department should eliminate all technical jargon, educate them as needed, and never make them feel hesitant to learn.

**Defining Great Service:** Proactive, responsive, and consistent support is the hallmark of great service. For example, when a Zappos customer called to return a pair of shoes, the company immediately apologized for the mishap, sent an overnight shipment of the right size, followed up to ensure the situation had been resolved, and allowed the customer to keep the ones that were the incorrect size (Barlow, 2022). This ensures that the mistake was rectified, thereby portraying the company's commitment to providing great customer service.

**Resolving Complaints with Professionalism:** As I work to resolve complaints, I actively listen, acknowledge the frustration, and strive for a calm and prompt resolution. I maintain professionalism by maintaining a neutral, helpful tone, not taking frustration personally, and escalating it respectfully if and when necessary. Documentation and tracking of events throughout the call enable transparency and accountability for all parties, fostering trust and ensuring service quality (Gade, 2024). Through this customer-first mentality, I strive to maintain a heightened reputation within the IT Department, ensuring that users remain highly satisfied.

## References

Barlow, J. (2022). *A complaint is a gift: How to learn from critical feedback and recover customer loyalty*. Berrett-Koehler Publishers.

<https://books.google.com/books?hl=en&lr=&id=oudmEAAQBAJ&oi=fnd&pg=PP1&dq=a+customer+of+Zappos+reported+receiving+the+wrong+shoe+size,+the+support+team+promptly+apologized,+overnighted+the+correct+pair,+and+followed+up+to+ensure+satisfaction&ots=6W7okk9AR8&sig=5t977Oijnmze1Nj-NRZNGtEoFBE>

Gade, K. R. (2024). Beyond Data Quality: Building a Culture of Data Trust. *Journal of Computing and Information Technology*, 4(1). <https://universe-publisher.com/index.php/jcit/article/view/5>