



## #65 Illusion of asymmetric insight, #74 Dunning-Kruger effect, #77 Illusory superiority, #62 Illusion of transparency

The problem is in the personal qualities of our support staff. When communicating with users, they make mistakes due to incompetence, ego problems, or both. At the same time, likely, they are not able to assess their actions objectively.

## #91 Reactance, #89 Backfire effect, #9 Empathy gap, #63 Curse of knowledge

Low qualification of our employees leads to tactless communication with users. Often, such problems can be solved by providing clear instructions for communicating/working with users.

## #19 Conservatism (belief revision)

The problem is not in quality, but in the modern working methods that we use. Perhaps they are not suitable for our audience due to their age, ideology, beliefs, or other values.

## #43 Group attribution error

The user extrapolates conclusions from communication with one of our employees to the entire department as a whole. If we are confident in our high quality, it is necessary to find the one who contacted the user and analyze these contacts.

## #82 Generation effect

The user remembers something that never happened. If so - we can not do anything (and we don't need to), as we don't have much choice here. However, if the user is lying, we can show him the system's data and explain that he was mistaken.

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The better we complete our communication with the user, the faster he will "recover" and will respond to our communication in the product ([#100 Fading affect bias](#), [#101 Peak-end rule](#)).

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The basis of instructions for working with users for our support specialists should be [#9 Empathy gap](#), [#22 Framing effect](#), [#75 Barnum effect](#), [#44 Fundamental attribution error](#), [#51 Placebo](#), [#76 Illusion of control](#)