



Self-service Support Method

Sometimes providing excellent customer support means making it easy for customers to help themselves. In fact, 81% of consumers try to fix problems on their own before reaching customer support, and 71% want the ability to fix most problems on their own. It can be approached as emotional labor where necessary.

Personal Skills and Equipment

All personnel should have the necessary knowledge and equipment to provide the best support to people from different cultures. Must use technology well, have advanced communication skills and be result-oriented.

Basic Support Skill and Emotional Labor

The most important condition for providing basic support is skill, patience, attention, ability to communicate clearly, willingness to learn, and empathy.

Customer Focused

We should measure how well we really know customers and understand their expectations. We should consider when and how we communicate with our customers and what we can do to improve our communication. We should explore how we can better promote our products and services to our customers. In order to better meet customer expectations, we must be customer-oriented in the long run.

Getting Feedback and Solving Problems

In low-context cultures, people need to be very clear, simple, clear and straightforward in their communication and avoid as much confusion as possible. But in high-context cultures, people leave much more room to read between the lines. Messages are implied, but not explicitly stated. In some cultures, feedback is direct and very direct, while others do it subtly and politely. Being aware of these will protect us from a false positive or negative perception when receiving feedback from culturally diverse customers.

Relativity

According to David Champion, everything in cultural diversity is relative. A German may feel that Italians lack punctuality on time, but Italians will feel the same for people from India. Therefore, you should always consider your cultural position relative to your client's.

Cultural Differences

In short, cultural adaptation includes cultural identity with individual and social characteristics, integration with a different culture or conflict with a different culture from time to time. Thus, reducing conflict with different cultures (stress level) helps to achieve cultural harmony in thought. Thus, traditions, customs, lifestyle expectations and perspectives towards similar situations in different cultures will change, and a series of adaptation problems ranging from our individual expectations to social expectations will be eliminated.

Adaptation to different cultures

The adaptation of the individual is evaluated as a result of the acculturation process. The adaptability of the acculturated individual can be at different levels, both positive and negative. Some individuals may embrace the differences demanded by the new culture and exhibit a positive fit. Some people may experience negative experiences by resisting the new environment's demand for change. As a result of acculturation, adaptation takes place in three areas: psychological, socio-cultural and economic adaptation.

Social and Individual Expectations

The traditions, lifestyles, expectations and perspectives of individuals brought up in different cultures can be very different from each other. In a series of social teachings and value judgments ranging from our personal expectations to the expectations of the family and society, these differences can sometimes lead to big problems, communication and adaptation problems.



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Emotional Labor: It is one of the most relevant dimensions to customer service because there can be so many obvious misunderstandings between different cultures. According to Trompenaars, some cultures condemn the display of emotion more than others. In these 'neutral' cultures, emotions are considered to distort our judgment and displaying them is considered 'unprofessional'. In 'emotional' cultures, on the other hand, emotions are considered to be what makes us human, enabling us to communicate and understand each other. As with neutral cultures, they view the hiding of emotions as lacking in warmth and trustworthiness.

- Cultureneering: Culture, Diversity and Customer Service
- <https://www.youtube.com/watch?v=l0IYOYy1H2E>

- Customer Care In Hoppitality Industry
- https://www.youtube.com/watch?v=Vjnrs_owgps

- Cultural Diversity in Customer Service
- <https://www.linkedin.com/pulse/cultural-diversity-customer-service-silvia-civita/>

- Service Quality Measurement in Rural Tourism: Application of RURALQUAL Mode
- https://www.researchgate.net/publication/348001059_Service_Quality_Measurement_in_Rural_Tourism_Application_of_RURALQUAL_Model

Cultural Diversity: Cultural diversity, or sometimes referred to as multiculturalism, is a quality of diverse and many different cultures. Cultural Diversity a system that recognizes and respects the existence and presence of diverse groups of people within a society.

Cultural Adaptation: Cultural adaptation is a relatively new concept used to define the specific capacity of human beings and human societies to overcome changes of their natural and social environment by modifications to their culture.

Customer Service: Customer service is the assistance and guidance a company provides to people before, during, and after they buy a product or service. There's a direct correlation between satisfied customers, brand loyalty, and revenue growth.

Customer Focus: Customer focus is a business philosophy that places the customer at the center of all business development and management decisions. It is a marketing approach also, that involves products and services to be developed around consumer's preferences.

Personal Skills : Personal skills can be described as personality and behavioral traits that determine how people act in a workplace context, including how they manage themselves, perform their work and interact with coworkers and management. Personal skills may also include creative, leadership, linguistic and analytical skills.