

**MuSA**  
museum sector alliance

# Understanding the Definition of the User Support process

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## Aim and objectives

- The purpose of the presentation is to make a description of User Support by making a historical reference to its evolution, and its significance as a stage of evolution in an organization.
- The main goal of this article is to give you the necessary background for understanding customer support and its purpose in an organization.
- This presentation is designed to help you understand the key terminology about Customer Support.
- This presentation will be an introduction to the term of Direct Feedback to better understand the concept of User Support.
- The main section of the presentation is the Definition of User Support and the need for an organization such as museum spaces.

At the end of this Presentation, you will be able to:

- ***LOut1:*** Understand the Concept of Customer Service (User Support)
- ***LOut2:*** Recognize the need to apply it to improve the organization's services

- **User Support definition**
  - This is the general definition of customer service you provide for each service that any organization offers to users, customers, visitors, etc. Of course, the definition of museum space is also approached.
- **Direct Feedback**
  - This is an approach where many organizations have implemented feedback loops that allow them to record feedback at the point of experience.
- **Historical Flashback**
  - It is the flashback of how it started, evolved and helps improve the services of an organization and how it adapts to the museum spaces.

- Unit 1 <Introduction to Customer Service (User Support)>
  - Definition of Customer Support
  - Types of Customer Service
  - Customer Management Communication Channels

# Introduction to Customer Service (User Support)

## Definition of Customer Support

Since Henry Ford has started standardizing production, new business trends and techniques have been created and adopted. Society moved from agricultural to industrial times in the late 18th century, but the process lasted almost 100 years. As culture evolves, change is happening more and more rapidly.

In the 1960s marketing was the basic idea that was worshiped by business. In the 1970s, construction became the focus. Then there was the quality revolution in the 1980s, and undoubtedly, the 1990s concerned information technology. The new millennium will be customer service that will mark the rise of organizations' competitiveness and determine success or failure.

## Definition of Customer Support

As early as 1987, Time magazine had raised the question: "Why is the service so bad?" Past service directors faced a crisis in customer relations as competition and consumer activism pushed them into a costly game with other organizations better equipped to meet the growing needs of their customers.



Recent management philosophies have worked against those who support effective customer service strategies. The rise and fall of chief executives whose only contribution to the organization focuses on cost rather than on service (generally, reducing the number of employees instead of cutting executive privileges) and creative accounting aimed at achieving short-term earnings on the stock market has created a dramatic rethink of the strategy and a shift towards a sustainable value creation for all concerned.

## Definition of Customer Support

Customer service is the provision of services to customers before, during and after purchase. According to Turban et al. (2002), customer service is a series of activities designed to improve customer satisfaction, ie the feeling that a product or service has satisfied the customer's expectations. Its significance varies depending on the product, industry and customer. In many cases, customer service is more important if the market is a "service" as opposed to a "product".

Customer service may be provided by a person (e.g., a sales and service representative) or automated means called self-handling. Examples of self-service are sites on the Internet. A customer's experience for a product also affects the overall service experience, but this is more than just a product's direct feature of what is included in the definition of customer service.

Customer service is typically an integral part of the value proposition for the organization's customers. In terms of overall sales engineering effort, customer service plays an important role in the organization's ability to produce income. In this respect, customer service should be included as part of an overall approach to systematic improvement.

Some have claimed that customer service quality and customer service has declined in recent years and this is due to a lack of support or understanding in the levels of executive and middle management of an organization or a customer service policy. Others, believe that providing a high level of customer service, referred to as Customer Love, is the only way for your business to grow in these seasons.

### **Direct Feedback**

Recently, many organizations have implemented feedback loops that allow them to record feedback at the point of experience. For example, National Express, one of the UK's leading travel companies, invites passengers to send text messages while driving on the bus. This has proven useful as it allows companies to improve their customer service prior to customer imperfections, making it much more likely that the customer will return the next time.

# Museum Customer Experience Cycle



Picture 1. The Cycle of Customer Service in a Museum  
(Source. <https://brilliantideastudio.com/art-museums/museum-customer-experience/> )

The Presentation we just saw was intended for an introductory course on customer support with key terminologies and a historical review aimed at familiarizing participants with unity. The main goal of this presentation is to provide you with the necessary background for understanding customer support and its purpose in an organization.

Upon completion of this presentation, you will be able to:

- Understand the Concept of Customer Service (User Support).
- Recognize the need to apply it to improve the organization's services.



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