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EFFECTIVE SERVICE THAT HELPS TO GET PROFIT

Use the Roadmap to Modern Customer Service Strategy as the key approach to move from a cost center to a profit center. When this strategy is followed, the activity can be a self-funding. This approach will fundamentally transform your organization. Changing from a cost center to a profit center requires that a proper foundation be established, followed by adding new capabilities and providing consistency across all interactions and continuous innovation to remain ahead of your competition.

The foundational activities are how you get going. You must resist the urge to skip steps and attempt to implement innovation on top of your trapped, outdated infrastructure. This will only lead to failure. For example, it is not possible to implement an effective virtual assistant if your foundational knowledge base has not been established and is not operating well. Skipping steps is how an organization ends up with disparate systems (e.g. stand-alone chat) and business processes that function poorly, deliver substandard service, and require manual support and workaround processes to operate. In effect, you will have used rubber bands and tape to hold together your infrastructure—hardly an effective strategy. Let's lay out the steps:

- GET GOING: reduces expensive service volumes, and transitions the interactions to less expensive approaches, generating cost savings for service investments to

- GET BETTER: bring consistent quality of service, optimize capabilities and strengthen relationships, so you can

- GET AHEAD: of the competition, monetize more opportunities, personalize interactions and be proactive in an omni-channel environment.

We all know that providing excellent customer service is important. But do we really promote a culture that ensures the quality of our customer support does what it should – drive bottom line profits?

It should be self-evident to anyone who has ever been a customer that by increasing the quality of support services, you can actually increase your profit. And, by offering poor or even average customer service, we risk negatively impacting our revenue. Here are just 7 reasons why customer support can impact your bottom line

1. Customer support directly affects retention.

Customer retention is absolutely vital for any company. This is because retaining an existing customer costs significantly less, both in terms of marketing and maintenance, than landing a new one. Additionally, repeat customers are more likely to spend more money on each purchase. So, if you want to make sure your profits are healthy and your retention rates are high, you must strive to provide amazing customer service. In fact, a variety of research indicates that between 75% and 90% of customers who are dissatisfied with a customer service experience will, rather than telling you if something is wrong and how you can improve it, just not come back. Therefore, it's in your best interest to provide consistently high-quality support services to help increase your retention rate and improve your bottom line.

2. Customer Support Impacts Conversion Rates.

Your customer's experience with your support team can directly affect whether or not they actually carry out a future planned purchase. Every single one of us has had a situation where we have chosen not to make further purchases because of poor customer service. That means that if you're not providing helpful, timely and proactive customer service, then you are literally giving away money to one of your competitors.

3. It's really hard to make up for a bad customer experience.

Of course, we all make mistakes, but when it comes to customer support, it's in your best interest not to make them. It takes as many as 12 good experiences for a business to make up for a poor one. Just one mistake has the ability to drive customers away, repeat those mistakes and you may as well drive your customer down the road to another supplier yourselves.

4. Customer support affects your company's reputation

Your company's reputation is everything. A good reputation could be the difference between an average business and a very successful one. Unfortunately, when it comes to support services, bad news travels fast and far. In fact, twice as many people hear about a bad customer service

experience than a good one. That means that it's well worth the trouble to take time to address any issues that your clients have. It will enhance your company's reputation, which could lead to more customers via word of mouth in the future.

5. Quality customer support can help you attract new customers

While it's true that a tarnished reputation could lead to a loss of customers, it's also true that a good customer support reputation could actually attract new business. That means that by making sure your support services are at the core of your business, you have the potential to gain new customers and make more money, just based on word of mouth alone. In fact, three out of five people say that they'd happily swap companies in search of a better service experience. Improve your bottom line through retention by providing a good support experience, but also let your reputation rise and help you bring in new customers too.

6. Quality support may allow you to raise your prices

If you go about it in a careful and gradual way, having really strong customer service may allow you to actually charge more for your services or products. That's because most customers are willing to spend a little more money to guarantee that they will receive a quality customer service experience. If you decide to go this route, you won't regret it. In fact, 70 percent of U.K. consumers are willing to spend more money to go with a company who they believe will provide first class customer service.

7. Happy customers spend more

The emotional experience a customer has during an interaction with your company directly impacts how much money they are willing to spend. Research indicates that 70% of buying experiences are based on the emotional experience of the customer and how he or she feels she is being treated. Therefore, by really focusing in on the quality of service that your support team offers, you can make customers feel happy and valued, which will directly affect sales.

Customer support is the backbone of any business. It has the ability to make or break a customer's experience and, therefore, affects your company's bottom line in many ways. Good customer service makes you more money. But remember, just because a customer isn't complaining doesn't mean you should automatically assume that they're satisfied with your support experience.

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CULTURAL DIFFERENCES IN BUSINESS COMMUNICATION BETWEEN THE EAST AND WEST

The definition of the Eastern culture and the Western culture seems to have the same origin. These cultures developed together for some time, but after some time they became really different. They can have some similar features, but also, they are really different ones. For the purpose of clarity, it has been assumed that Asia, including Middle East, depicts the Eastern world while Europe and North America - the Western world [3].

When it comes to business communication and decision-making, both East and West have different points of view and stances. If to notice in contracts, agreements and appointments, the cultural differences can be huge. Many think that business negotiations may fail due to technical difficulties such as lack of preparation and planning. Instead, cultural factors can affect communication and decision making process greatly.

Understanding how businesses works in both Western and Eastern countries can help in connecting with foreign counterparts. To build interpersonal communication across cultures, it is necessarily to be aware of such aspects, as *individuality, attitude, forthrightness, the status of leader, the workplace, traveling and vacations* [1; 2; 4].

Eastern and Western people not only live in different lifestyles, but also think in distinctively different ways. Although some of the characteristics are not so arbitrary anymore nowadays, they still exist in our society.