
CUSTOMER SERVICE METHODS IN THE SERVICE ECONOMY

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Abstract. The article presents the meanings of service economics and comparison between economic service and customer service, which are necessary for economic subjects with proven facts in different experiences.

Key words: economics, service, customer service, service-relevant resources, service provider, service-commodity goods.

Introduction

A service is an act or use for which a consumer, firm, or government is willing to pay. Examples include work done by barbers, doctors, lawyers, mechanics, banks, insurance companies, and so on.

Public services are those that society (nation state, fiscal union or region) as a whole pays for. Using resources, skill, ingenuity, and experience, service providers benefit service consumers. Services may be defined as intangible acts or performances whereby the service provider provides value to the customer.

The service provider must deliver the service at the exact time of service consumption. The service is not manifested in a physical object that is independent of the provider.

Objectives - Providing exceptional customer service is essential to a successful business. The core objective is to make customers happy by creating a positive customer experience. This can boost profitability and improve consumer perception of a brand's quality.

Methodology. The service encounter is defined as all activities involved in the service delivery process. Some service managers use the term "moment of truth" to indicate that point in a service encounter where interactions are most intense

In some service industries, especially health care, dispute resolution and social services, a popular concept is the idea of the caseload, which refers to the total number of patients, clients, litigants, or claimants for which a given employee is responsible. Employees must balance the needs of each individual case against the needs of all other current cases as well as their own needs.

The distinction between a good and a service remains disputed. The perspective in the late-eighteenth and early-nineteenth centuries focused on creation and possession of wealth.

Classical economists contended that goods were objects of value over which ownership rights could be established and exchanged. Ownership implied tangible possession of an object that had been acquired through purchase, barter or gift from the producer or previous owner and was legally identifiable as the property of the current owner.

Adam Smith's famous book, *The Wealth of Nations*, published in 1776, distinguished between the outputs of what he termed "productive" and "unproductive" labor. The former, he stated, produced goods that could be stored after production and subsequently exchanged for money or other items of value. The latter, however useful or necessary, created services that perished at the time of production and therefore did not contribute to wealth. Building on this theme, French economist Jean-Baptiste Say argued that production and consumption were inseparable in services, coining the term "immaterial products" to describe them.

In the modern day, Gustofsson & Johnson describe a continuum with pure service on one terminal point and pure commodity good on the other. Most products fall between these two extremes. For example, a restaurant provides a physical good (the food), but also provides services in the form of ambience, the setting and clearing of the table, etc. And although some utilities actually deliver physical goods — like water utilities that deliver water — utilities are usually treated as services.

Types of economic services:

1. Medical support
2. Food assistance
3. Employment services
4. Disability determination
5. Refuge assistance

One economic service a state may offer is medical support to disabled individuals or those in need of medical care. If someone cannot work, the state might have resources for seeing if they apply for disability benefits. Other programs might aim to get individuals back to work after an injury or other health disruption.

Food assistance programs are a popular economic service that helps address food insecurity. These programs might help families receive partial or full assistance in acquiring foods to feed themselves and their families. Many states have qualification requirements, like minimum working hours per week, for individuals to qualify for assistance.

Another economic service an administration might provide is employment services. These services help individuals who are out of work find opportunities that match their abilities. Often, to meet benefit requirements for state services, individuals must fulfill specific working requirements. Employment services can help them find temporary or permanent opportunities if an injury or other adverse event temporarily prevented them from working.

Some individuals can qualify for disability benefits that help them cover expenses while they recover from an injury or if they experience an adverse financial situation because of their disability. Qualification requirements can vary between states, and economic services administrations can often help individuals determine if they qualify. For those who don't, the state might have other service offerings that can help them with their situation.

Another type of economic service might be refugee assistance. Some states have placement programs that house refugees while they wait for a host family or for the completion of legal services. These services could also include financial assistance.

Result and discussion. Value added in the services sector as percent of GDP, 2022 - Country rankings:

The average for 2022 based on 145 countries was 53.77 percent. The highest value was in the Bahamas: 79.4 percent and the lowest value was in Sudan: 6.45 percent. The indicator is available from 1960 to 2022. Below is a chart for top 10 countries where data are available.

Countries	Share of services, %	Global rank	Available data
Bahamas	79.4	1	2022
USA	78.81	2	2022
Luxembourg	78.42	3	2022
France	78.14	4	2022
Hungary	74.31	5	2022
Spain	72.44	6	2022
Switzerland	72.39	7	2022
UK	70.95	8	2022
Singapore	70.85	9	2022
Japan	70.53	10	2022

In 2022, the services sector contributed around 78.81 percent to the GDP of the United States. Among the service sector, the professional, scientific, and technical services industry has been the most dominant in recent years. The amount of service sector percentage is 1.21% better than stats in 2021.

France is the second largest country by service sector in Europe. Tourism, manufacturing and pharmaceuticals lead France's diversified economy. The government has partially or full privatized many large companies but maintains a strong presence in such sectors as power, public transport and defence.

Major service industries in Japan include banking, real estate, retailing, insurance, telecoms and transportation. In Singapore they are financial, infocomm and business services, transportation, storage and communications services.

Conclusion. these data show that the service sector is important not only in one country, but also in the economy of the whole world. In addition, this sector is very effective in solving several economic problems. Employment, unemployment, providing employment to the working population are among them.

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