Comparison Charts

* Morals versus ethics
* Auditing versus compliance
* Business ethics versus personal ethics
* Code of Conduct versus Code of Ethics
* Customer service versus customer experience versus customer satisfaction
* Cultural Knowledge Awareness, Sensitivity, & Competence
* QC vs QA vs QI vs CQI
* Inspection vs audit
* Sexual vs nonsexual harassment
* Pros vs cons of psychopathy
* Complaints vs grievances
* Boss vs leader

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| **Customer Support** | **Customer Service** |
| Involves straightforward assistance with technical problem solving and troubleshooting. | Helps customers to get more value out of the product or service they purchased. |
| Implies responding reactively to a customer's query whenever a customer has a problem with the product/ service. | Implies proactive interaction and consists of a business guiding the customer throughout the entire journey. |
| Business centric (concerned about the proper product functioning). | Customer centric (concerned about the customer’s satisfaction with the product). |
| Agents employ both hard skills (tech skills) and soft skills. | Agents employ mostly soft skills, no need for advanced tech skills. |
| Positions are mostly available in SaaS, tech, and e-commerce companies. | Positions are available in any industry that serves customers. |