

CHAPTER I

INTRODUCTION

A. Background of the Study

Due to the growth in international business over the years, various international businesses have developed including e-commerce. Electronic commerces, commonly known as electronic marketing, e-commerce has international and national markets such as online stores, export-import companies, foreign exchange trading, and many more.

One of the most rapid growing e-companies in Indonesia is an online business which enables people to work in their homes. The success of those online businesses cannot be separated from the role of many companies such as Internet Service Provider (ISP) companies and Web Master companies. ISP company is a company which provides bandwidth for clients and enable them to use internet. A Web Master company is a company which helps clients to design their webs.

CentroTech is one of the ISP, Web Master, and online store in Bandung which provides bandwidth and all internet tools. Clients can get a Web Master service by using the service of CentroTech. The markets of CentroTech are the people or companies from inside and outside Indonesia. Therefore, English competence of the staff especially those who have a connection with

the marketing department is very important, because the good ability of using English can avoid misunderstanding and mistakes in handling customer's orders and complaints by phone.

I am interested in working at CentroTech because I have seen that nowadays a lot of people employ Internet as a means to help them finish their job or to get some information. Being able to work there will surely give me a lot of opportunity to learn about internet business.

During the internship as front officer trainees at CentroTech, my friends and I found a problem in handling the foreign customers' complaints by phone in English. My friends are from SMK 1 Rangkasbitung. I choose to discuss this problem because failing to handle customer's complaints means a big disadvantage for the company which gives the service. The company will lose consumers and some profits because of the front officer trainees' lack of competence in handling foreign customer's complaints by phone in English.

B. Identification of the Problem

This study aims at discussing the following questions:

1. Why is it difficult for front officer trainees to handle foreign customer's complaints by phone in English?
2. What is the best solution for front officer trainees to handle foreign customer's complaints by phone in English?

C. Objectives and Benefits of the Study

Based on the problem above, the objectives of the study are to analyze the causes and effects of not being able to handle foreign customer's complaints, to find three potential solutions to solve the problem, and to choose the best solution from all of these three solutions.

The benefits of the study:

a. For the company: I hope this term paper will provide useful information especially for CentroTech staff knowledge of how to handle foreign customers well. Therefore, company can improve its service for customer's satisfaction.

b. For the readers: I hope this study can make the readers realize the importance of having good language capability especially English because nowadays, English becomes a global language and it plays an important role in every aspect of life, especially in business world.

c. For myself: By writing this term paper, I can share my experience to the readers and I can also understand the work situation in a company and get the insights about how to handle complaints from the customers.

D. Description of the Institution

PT. CentroTech Solusindo is located at Jalan Batik Kumeli No. 80A Bandung 40123 Jawa Barat, Indonesia. PT. CentroTech Solusindo was established in February 2006 by David Sunanto as the CEO and has formally become *Perseroan Terbatas* (PT.) since March 2007 with a vision

to be the future Internet Service Provider (ISP) and IT solution for individuals and corporate purposes in Indonesia, especially at West Java.

CentroTech has grown rapidly since it was established. CentroTech has expanded its vision to become the qualified company that serves and provides telecommunication needs for Indonesian and international level.

CentroTech is supported by professionals that have experiences in the web. CentroTech and DeltaNet are partners in Wireless Internet Service Provider (WISP) and Broadband Wireless Access (BWA).

E. Method of the Study

In this term paper, the data were collected through some methods. First, they were collected through a journal which was written during the 45 days of internship. Second, the data were gathered by doing library and internet research.

F. Limitation of the Study

The study only discusses a problem about how front officer trainees to handle two foreign customers' complaints by telephone in English at CentroTech company. One of the customers was from Bali and the other one we did not know where he/she came from because we sent him/her to our supervisor to handle. The data were taken during 45 days of internship, from 23 June 2009 until 8 August 2009. The working hours are from 9 AM until 5 PM.

G. Organization of the Term Paper

This term paper starts with the Abstract, a summary of the whole paper in Indonesian. It is followed by the Acknowledgements, which contains the list of people who have the role in making this paper. After that, there is a Table of Contents which is followed by four chapters. I would like to divide the paper into four parts: Chapter I is the Introduction, chapter II contains of the Problem Analysis, chapter III deals with Potential Solutions, chapter IV is the Conclusion. For the last part of my paper, I put the Bibliography containing the list of references and Appendix.