

CHAPTER IV

CONCLUSION

After doing some observations at CentroTech, I found that the main problem that makes CentroTech hard to develop is that the front officer trainees of CentroTech cannot handle foreign customers' complaints by phone in English. There are two causes and three effects of the problem. The causes are trainees' lack of products knowledge; therefore, they cannot solve or handle the foreign customers' complaints and trainees are not really competent in English especially in listening and speaking. The effects are the foreign customers got angry, trainees waste the foreign customers' time, and company would be bankrupt. Moreover, I propose three potential solutions for CentroTech to handle this problem. Thus, the solutions have their own positive and negative effects. The first potential solution is trainees should individually improve their English listening skill. The potential positive effects are trainees get improvement for their English skill and trainees' confidence get improvement to handle foreign customers. The potential negative effects are trainees must spend their money to buy audio tools and it takes time to master the English listening skill. The second potential solution is trainees ask for some help from the supervisor. The potential positive effects are the supervisor as a full time

coach at the workplace that can help trainees all the time and the foreign customers can be quickly assisted. The potential negative effects are trainees waste the supervisor's time and trainees will be dependent on supervisor. The last potential solutions for this problem are trainees are given a training on how to handle foreign customers' complaints and improve trainees products knowledge. The potential positive effects are trainees will get knowledge how to handle foreign customers' complaints by phone and products knowledge and trainees will be able to work by themselves without depend on supervisor. The potential negative effects are training costs a lot of company's money and training use trainees' free time.

In chapter IV, I would like to present the best solution to handle complaints from the foreign customers by phone as front officer trainees at CentroTech. From the analysis of the potential solutions that I have discussed in the chapter III, I decide to choose the third solution which is giving a training to front officer trainees to handle foreign customers' complaints by phone in English. The trainees can be better employees by improving themselves with some help from the experts. The current service of the trainees at CentroTech sometimes makes the foreign customers feel unsatisfied and create negative thoughts about the company. Besides that, it creates a negative atmosphere between front officer trainees and technicians who know more about the products. To avoid this problem for becoming worse, CentroTech must improve the front officer trainees' skill to handle

foreign customers' complaints and their products knowledge. Jef Menguin states that "Providing training for employees not only helps them develop their skills and knowledge, but it is also motivational and a building block to organizational success." (par. 2). It is obvious that providing a training for the front officer trainees in CentroTech will make the company more productive. I also think that periodic trainings will refresh front officer trainees' knowledge in handling foreign customers' complaints. Peter Tyndall states that:

No matter how well the complaints system is written, councilors and staff need training in how the system works. Staff needs to be encouraged to say if they are having difficulties and need to know to whom they can go if they need help. And the training needs to be refreshed at regular intervals (8).

Thus, CentroTech will create good human resources especially front officer trainees if the company willing to pay the trainings.

To conclude, front officer trainees' competence in handling the foreign customers' complaints by phone in English need to be improved, especially for a service company like CentroTech because it will maintain relationship with the foreign customers. I suggest that the company a hold training especially for front officer trainees. Therefore, it will make the company well prepared in the midst of tight competition among internet service provider and products company, considering that CentroTech is a company that still developing and needs many foreign customers' loyalty.