

CHAPTER IV

CONCLUSION

PSM has to deal with many customer complaints because the D920 is a new machine and there are no available technicians and suitable spare parts for it. Furthermore, PSM does not have a customer service department that can provide their customers with solutions to deal with the machine. As a result, PSM reputation and customers trust are affected badly because of this.

After analyzing all the positive and negative effects of each solution, the best way to deal with customers' complaints about D920 machine is by providing a customer service department. PSM should establish a customer service department which is in charge to deal with the customers' complaints. If there is a problem and PSM customers complain about it, PSM can quickly answer the complaints and solve the customer's problem. By doing this, it will result in customer satisfaction and will benefit the company in the long run (Kurtus 1).

Once this department is set, they also must train some technicians so that they can provide their customers with proper maintenance to the D920 machines. After PSM has some skillful technicians, they can provide their customers with someone who can maintain and repair the D920 machines.

The customer service department and the technicians will work together in handling all the customers' complaints. According to Ron Kurtus: If there is a problem and the customer complains about it, your company should quickly answer the complaint and solve the customer's problem. This can be done through your company's customer service activity. Also, you need to follow up and improve your business processes to rectify the problem (par. 1).

The statement above can also be applied in PSM. If there is a problem, the customer service department will answer their complaints so they can decide the best solution to deal with those complaints.