

CHAPTER IV

CONCLUSION

Dealing with the difficult customers becomes a customer service staff's problem in P.T. Tunggai Jaya Utama (TJU). In the previous chapters, it has been discussed that there are causes and effects of the problem. The causes of the problem are the staff of the company makes mistakes; there is a different point of view between the customers and the staff; and the customers have a difficult demand. The effects of the problem are the company will have to spend more time and effort in handling the difficult customers; will get less profit to solve the problem by giving some compensations to them; and the staff stress level will increase.

In the previous chapter, there are some other discussions on potential solutions of the problem, with the positive and negative effects of each potential solution. The potential solutions are respecting the customers even when they are angry; giving some compensations to the customers; and stop working with the customers whose demands cannot be done by the company.

This chapter presents the best solution to solve the problem that has been discussed in the previous chapter. The best way to solve the problem is by applying the first and the second potential solutions. The first

solution is respecting the difficult customers. The second solution is giving the customers some compensations. First, it is better to apply the first solution; then, in the condition that the first solution does not work, go to the second solution.

The best solution to deal with the difficult customers is to respect them. By respecting the customers, they would assume that the company respect and understand them; thus, expectedly, they would decide on trusting the company again. The customers would keep in business relation with the company, if the company solves their problem as soon as possible (Foster 1). In addition, the company will still take control of the difficult situation and would not lose the customers. Respect is a first step of customers' need when they are upset or angry, but when they do not feel respected by the company or the company try jump to the solutions, they may be more difficult (Fairweather 1). That is the reason why respect is taken first before giving compensation. If the staff gives compensation to the customer at the first time they complain, it may not let the customers vent their feeling, and they may become more difficult. However, if the customers have vented their feeling but they are still being difficult, the company could give them bonus, in order to calm them down.

In conclusion, the customers need to vent their feeling when they are angry or complain. Thus, the best solution to deal with this problem is first, respect the customers in that situation, and finally, if the respecting solution fails, give the customers some compensations in order to fix the mistakes that the company does and to calm them down.