

## **CHAPTER III CONCLUSION AND SUGGESTION**

### **3.1 Conclusions**

Based on the observation during the field practice at Telkom Co. Ltd, the writer's conclusions are:

1. The writer had finished her field practice in Consumer Service Lampung Area at Telkom Co. Ltd which is located in Pahoman, Bandar Lampung. The writer had experienced the real work's world for about 2 months, started from May until June. Based on the writer's experience while doing field practice, the writer can say that the works of Telemarketing staff need a lot of patience because the writer should face different characters of people while greeting Speedy to the customer.
2. During the field practice, the writer did greeting Speedy every workday. The writer faces more than 50 customers every workday by phone. Many customers did not know what Speedy is, even there are customers did not know what internet is and how to use internet.
3. The relation between the writer and the staff is well, the writer accepted many helps and guidance from them.
4. Telkom Co. Ltd makes an effort which is called Greeting Speedy. While greeting Speedy, the writer and the staffs can give information about the promotion program of Speedy which probably can influence the customers to use Speedy. This effort is very effective to get the customers of Speedy.

### **3.2 Suggestion**

After doing the field practice at Telkom Co. Ltd the writer gets more knowledge about communication. Telkom Co. Ltd gives the best services to its customers. To increase the developing of Telkom Co. Ltd, especially for Lampung Telkom Consumer Service Co. Ltd, the writer would like to give some suggestions that are expected to be able to give good input to Telkom Co. Ltd such as:

1. Increasing the quality of telecommunication services in order to get customers' satisfaction.
2. Adding the facilities such as; telephone, facsimile, and computer to make the activities more effective and efficient.
3. Increasing professional service to way such growing courtesy qualities because it as point to star on giving satisfactory for customers. Then showing appearance of service such as talk time, behavior, attitude, helpful, problem solving, etc.
4. As the institution which focuses on the customers, Telkom Co. Ltd should to emphasize the customers in the first place.
5. The Branch Head have to give suggestion for staffs to give good services for customers.

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