

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The writer can finally conclude this final paper based on the research questions of this paper. The answer for each question was summarized thoroughly in this section. Here are the conclusions of this research:

1. Based on the results of the analysis, the writer concludes that five are several roles of personalization as a customer service officer at PT Bank BPR Arthaguna Mandiri, which are personalization to build trust, personalization to approach customers, the third personalization to increase revenue, the fifth Retaining existing customers to remain our bank customers, and the last Trying to get new customers through various approaches. A total of 5 personalization roles as a customer service officer were found during the internship. From these personalization roles, the writer concludes that being a customer service officer is not an easy job to do. The writer also concludes that the entire process of work procedures at PT Bank Arthaguna Mandiri has been designed in such a way by the company to provide good service for customers.
2. The writer faced 5 challenges in communicating with customers, which are handling angry customer, handling the same complaint, provides

complex information in an easy-to understand way, respond to customer quickly, building strong relationship with customer.

3. The writer concludes that every challenge in communicating with customers has been resolved. There were 5 challenges, all of which were solved by trial and error or with the help of other staff. Patience was the key to most of the problems. Thoroughness is also needed to overcome all the challenges. The writer also had to be creative in dealing with some of the obstacles. Sometimes, the writer asks for help from fellow writers or staff of Bank BPR Arthaguna Mandiri. The internet and books also helped the writer in overcoming some challenges during the internship. In the end, the writer was able to solve all these challenges and when the same challenges reappeared, the writer could easily face these challenges. Being a customer service officer requires good communication skills and is dexterous, meticulous, mentally strong, easy to smile and honest. To do a job that the writer has mentioned before. Overall, being a customer service officer really needs to have good public speaking and understand what they are doing and will face different customers every day. Therefore, being a customer service officer is about providing excellent service to each customer, making sure the customer feels valued and gets the solutions customer needs, while continuously developing your skills to provide better service every day.

B. Suggestion

In this suggestion section, the writer provides some suggestions to all parties involved in this observation to further develop this scientific paper and for the development of STBA JIA, Bekasi District Court, and the future research. These suggestions are as follows:

1. For STBA JIA, the writer suggests that STBA JIA should implement proactive follow-up. Implement a proactive follow-up system, where STBA JIA campus staff regularly check on student progress and satisfaction after problems or queries have been resolved. This can be done through short surveys or phone calls that are tailored to student preferences.
2. For PT Bank BPR Arthaguna Mandiri, the writer would like to suggest PT Bank BPR to improve the technological aspects of this system to make it easier for customers to make transactions anytime and anywhere. In addition, better and more complete facilities should also be owned. new lounge facilities are also needed for the continuity of workers to work with.
3. For future interns, personalized mentorship. Provide mentors based on similar areas of interest or career goals with prospective interns. Mentors can provide more specific guidance and advice, assisting interns in overcoming challenges and achieving their goals during their internship.