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Judul Tugas Akhir : Online Customer Service for Book Launching in Jawa Pos
Dosen Pembimbing : Retno Wulandari Setyaningsih, M.ITS
Abstract :

Online customer service is very important for companies. Especially service or product company. Online customer service aims to satisfy customers to face increasingly fierce competition. Especially service or product company that prioritize service oriented to customer satisfaction. In addition, online customer service aims to maintain good relationship between company and customers. Therefore, a company should be able to have good online customer service. The services that must be provided online customer service is to provide information, receive and solve customer complaints. Online customer service should be also be good at finding ways to solve customer problems, and also know how to handle customer complaint well.