

Correspondence And Business Presentations And Handling Of Customer Complaints

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Abstract

Correspondence is exists delivery writing used convey message business or non- business For the party concerned . Presentation business is exists communications that are in scope report presented _ to homogeneous audience in something environment business . Handling complaint customer is step important in customer service because affect reputation company . Study This aim For explore What That correspondence business , presentation business and handling complaint customer . The research method used is approach qualitative through analysis deep literature . _ Data from study This collected through studies covering literature _ books , journals , articles , and sources Trusted other . Research results show scope definition , function , and type correspondence business , mail letters and presentations business .

Keywords : Correspondence , Presentation Business , and Handling Complaints Customer

INTRODUCTION

Presentation business is form deliverables that are within scope environmental reporting business to audience from various level . Presentation This aim For convey information and influence in taking decision business . Presentation good business will give Effect positive For institution or agency that does presentation because it , deep do presentation business must done preparation in a manner ripe so that objective presentation effective and efficient business can reached . Basically , communication done must ongoing communication in a manner effective . Any process can said efficient communication if the data is informed by the communicator No only raise knowledge knowledge receiver , but also give influence as well as carry out what is desired communicator .

In the neighborhood competitive business moment this , a strong relationship between company and customer is very important . Company must Can intertwine effective talk with their customers through correspondence good and presentation interesting business .In addition , the company must also own efficient mechanism For handle complaint customer with professional and satisfying way . Correspondence business , fine That through letter , e-mail or form communication written other , be channel important for company For communicate with customers , partners business and partners work . Good correspondence can influence perceptions and decisions customers , as well form image positive company . For That every company plays a big role in own communication for convey message with clear , efficient , and effective to various party related .

On the other hand , presentation business become means important For introduce company , product , or service to more audience broad . Presentation good business can help company win trust customers , investors and stakeholders interest other . Ability For speak with believe themselves , using attractive visual media , and communicating values business with clear is much needed skills in presentation successful business . Besides that handling

complaint customer is crucial thing in guard satisfaction customer and build connection period long . When customers experience problem or dissatisfaction with product or service , handling fast , responsive , and satisfactory is very important . Capable company handle complaint customer with Good can change experience negative become experience positive , improve trust customers , and improve loyalty them .

In context this , journal This aim For explore What That correspondence business , presentation business and handling complaint customer . With dig from various research , study cases and experiences practitioner business , journal This expected can give insight and guide practical for professionals and companies in increase Skills communication written and oral , as well manage complaint customer with effective .

RESEARCH METHODS

On research this we wear approach qualitative through analysis exhaustive literature , we investigated study before , study cases , and sources Power related about correspondence business , presentation business and handling complaint customer . We also refer to theories and frameworks relevant work in communication business . Data from study This collected through studies covering literature books , journals , articles , and sources Trusted other

RESULTS AND DISCUSSION

Correspondence

Correspondence is a communication process written between individual , company , or involving entity exchange information , request , announcement , or communication other . Correspondence can form letter , email, memo, or document written other . main goal from correspondence is convey message with clear and effective to receiver . Good correspondence ensure that the message conveyed can understood with right , without confusion or misinterpretation. because that is correspondence business is something exists the correspondence used by something agency or community business For reach target business . one objective business is get profit or profits.

Correspondence is also possible meant as communication between somebody employee with others, between employee with institution or vice versa , between employee with organization or vice versa , between institution with agency , between organization with organization as well as etc with use message as a media (priance as well as Garnida , 2013: 56). On the contrary for Sugiarto in his book Jimmy L. Goal describes interpretation correspondence as something activity alternate send message by individual or by the organization (2008: 23).

On the contrary interpretation correspondence for Sedarmayanti in Jimmy L. Goal is one exists communication with use message as tools (2008: 23).

Correspondence in something offices , institutions or organization broken down so, namely :

Correspondence External, that is bond letters - correspondence attempted by the office or the parts with party outside .

Correspondence Intern, that is bond letters - correspondence attempted by insiders _ something office , listed bond between office center with office branch .

Correspondence in business have role as following :

1. Generate good message , clear as well as fit.
2. Generate Work same good .

Deploy activity Parties included in correspondence is :

- a). Correspondent
- b). Editor
- c). Secretary
- d). Typist
- e). Register
- f). Courier

For Sedarmayanti (2006: 162), message is equipment communication written origin _ from something party as well as for to other party to deliver news . Message Still used until moment This because message have excess with facility with other communications , excess the because message more instant , efficient , as well cheap . What was communicated can own strong impact and plays _ role important in life daily , deep context business , education , social , and others .

For Sri (2010: 2), message is sheet paper that fits Informed language /data from One party to other party with objective convey information , ideas, ideas , or the message you want delivered .. For Djoko (2014: 97), the message is tool For communicate information , influence opinion or attitude , inspire , give instructions , or build relationship . good message _ must clear , relevant , and delivered with effective way to do that understood and accepted by the recipient . Messages are also a must in accordance with context , target audience , and goals communication you want achieved .

For Djoko Purwanto (2006: 2) message business is communications submitted by the company or individual to employees , customers , partners business , or audience other , with objective convey information , ideas, or related messages _ with aspect business .

For Djoko Purwanto to order Business are :

- a) As a representative or ambassador For sender message .
- b) Equipment for delivery notice , request or wish , fruit mind or related ideas with problems business .
- c) Equipment fact written (documents written) .
- d) Equipment for remembering .
- e) Historical facts (historical) .
- f) Guide work .
- g) Tools promotion For sender message .

For Djoko Purwanto (2014: 101) classification message is as following :

- 1) Divide the shape : Card post , Warkat post , Message hardback , Memorandums and notes , Telegram.
- 2) For character , content , and origin message : Message service , Message commerce , Messages individual .

- 3) Divide the amount reception message : Message normal , Order circular , Message announcement .
- 4) For security content message : Top secret message , Message secret , Message normal ,
- 5) Share urgency settlement messages : Very fast messages (flash) , Messages Hurry , order normal
- 6) Share the procedure management : Messaging sign in , Order go out

For Sedarmayanti (2001: 167-168) section message is :

- a. Head letter
- b. Corresponds to the letter
- c. Letter no
- d. Regarding
- e. Inside address
- f. Greetings
- g. Message content .
- h. Best regards
- a) i . Title name
- i. Initials
- j. Copy

Presentation Business

Point Triwidodo& ; Djoko Kristanto . interpretation presentation is something exists exposure the inspiration refers to the process of understanding and interpreting the information conveyed in presentation . It involves interpretation audience to message , data, and content conveyed by the speaker or sender presentation . Interpretation process presentation can influenced by various factor , incl background background , knowledge , experience , and perception individual in audience . Every member audience can own different interpretations to same presentation based on understanding they alone .

Curtis, James J. Floyd, and Jerry L. Winsor. put forward if presentation business is a conveying process related information , ideas, or proposals with aspect business to intended audience For objective commercial or planning business . Presentation business usually done by one speaker or team presentation you want influence , convince , or obtain support from audience related topic business certain . With words other presentation business is deliver data about activity business (development product , filing suggestion projects , market expansion , and so on) that are tried speaker to emerging audience in business forums .

In a business environment , Presentation effective business _ can impact significant in reach objective business . By preparing and delivering presentation in a manner professional , as well consider needs and expectations audience , company can obtain more trust , support , and success big in context business .

Deep Bottom Preparation Presentation Business :

- a). Ability related topic or desired module _ presented .

Ability related desired module _ presented is one _ provision means so what do you want to inform ? to audience Can reach target .

b). Ability various equipment help presentation with ok .

Beside ability good module , which anyway means is How somebody speaker able use various equipment help presentation business for achievement desired goal . _

c). Analyze Audience

Universally , analysis first time audience want concerns background come back sort of learning , age , work , experience , hobbies , and others. From background come back the Can known need as well as will audience . Description need as well as will audience next want used to determine the style / approach as well as content perfect presentation . After set background behind it , after That analyzed dimensions / number (size), composition , and response .

d). Body Language Analysis

Analysis Language body in presentation business can give outlook important about non-verbal communication carried out by the speaker. This can help in understand and interpret the message conveyed as well as influence method audience accept presentation . Analysis Language body , also known as kinesic or non-verbal expression , involves observation and interpretation movement physique , expression face , posture body , and other non- verbal signs used by individuals in interpersonal communication . body language can give outlook about feelings , emotions , attitudes , or intention possible individual No revealed through their words

e). Be sure .

One of the factors that causes success presentation business is there is aspect Certain solid self from speaker. Speakers who don't have confidence solid self want result in delivery presentation perfunctory business , so No reach desired target .

Presentation Purpose Busines :

Universally , presentation business has 4 purposes principal , namely :

- a. Inform (inform) messages messages business to audience .
- b. Entertain the audience .
- c. Hold audience emotions .
- d. Motivate (motivate) the audience to play a role a.

Enforcement Complaint Customer

Based on the Big Indonesian Dictionary, customer have interpretation of people who buy (use) the product objects / services in a manner always . Definition customer share thinking deep meaning to understand Why industry must produce as well as look after customerand No only interesting buyer . One who arrived to something industry , carry out purchase product objects / services as well as usage service with more frequency from one time as well as umpteenth Can categorized as as customer . Not only That's also for categorizing is consumer can categorized as as differentiated customers for value . Regarding the aims to measure as long as the total profit earned industry if continue transaction with customers at any time arrived . Equipment measure there are 2 namely interaction as well as transactions . (Sunarto 2006h. 253)

When customers obtain problem or especially A little disappointed , until companies big with lightning displays teak himself . Recovery service can also be handled very well when stared at as One opportunity No as something option hard. Complaint customer is opportunity to strengthen bonds (Bramson 2004 p. 83).

For Andreassen (in Wijaya, 2008) caused dissatisfaction there is comparison between hope as well as skill actually from something product or services received by consumers lead to a negative effect that is believed want influence to loyalty consumer .

Tackling complaint customer That means , because the enforcement process is good want influence reputation the industry concerned . Tackling complaint customer is step must as part No inseparable from customer service. Tackling complaint customer no problem easy . Need method certain as well as the stages until take the right action right . this process must lightning although No meant as hurry. If prosecution doesn't fit either right , case can So complicated .

Following is stages perfect in cope complaint customer :

1. Listen (observe).

look closely in cope complaint customer is step important For ensure that complaint the handled with good and customers feel be heard as well as appreciated . look closely in cope complaint customer is effort For give attention special to customer and show commitment For solve problem them . With an empathetic , responsive , and effective approach , business can repair connection with customer , increase satisfaction , and build good reputation .

2. Clarify (clarify).

After look closely what is informed customer , then clarify in cope complaint customer is step important For ensure clear understanding about complaints filed . Because it helps ensure clear understanding about problems encountered . By clarifying in a manner effective , you can obtain more information complete and accurate , minimizing misunderstanding , and improve possibility find satisfactory solution for customer .

3. Explain (explain).

After look closely as well as clarify tree experienced cases customer , explain in cope complaint customer is an effective , solution - focused approach problem with objective give satisfaction to customer . It involves effective communication , empathy , and purpose For finish problem with fast and satisfying customer . With a positive and solution - focused approach , business can repair connection with customer , build loyalty , and retain good reputation .

4. Apologize (beg sorry).

begging Sorry is absolute if indeed We carry out error . When customers face problem or dissatisfaction , ask Sorry with sincere is method For show empathy and appreciation to experience them . begging Sorry with sincere and follow up complaint customer with Serious help build trust and improve connection with customer . This too is chance For increase quality service and strengthen reputation your business . Regarding This rather can upgrade belief industry customers because plead Sorry count as part from respect as well as behavior mind industry to customers .

5. Agree (approval).

Agreement in cope complaint customer is step important For reach understanding together and agreed on satisfactory solution for customer . It involves acceptance and approval to complaints filed by customers , as well commitment For finish problem with appropriate way . By reaching agreement together , business can repair connection with customer , build trust , and create experience ongoing positive .

6. Take Action.

Session This is session execution from results agreement between customer as well as industry . Continue to be lightning This tried want Keep going become Good so customer Certain if industry committed in nurturing customer well too No betray agreement together.

CONCLUSION

Correspondence Effective and professional business is very important in guard connection Good with customers and partners business . Write letter or emails that are clear , friendly , and organized help ensure the message conveyed precise and understandable with ok . Presentation good business is key For influence audience and reach objective business . Effective presentation must covers clear explanation , relevant content , and usage tool right help this will help create impression positive and improving trust customers and partners business .

Handling complaint good customer is element important in build trust and loyalty customer . Handling team complaint must responsive , empathetic , and competent in finish problems encountered customer . Overcome complaint with fast and in effective can increase satisfaction customers and help maintain connection good business . In order reach success business period long , important for company For prioritize correspondence and presentations effective business as well as own system handling complaint good customer . By involving customer in the process of communicating and delivering satisfactory solution , business can build strong relationship with customers and create positive reputation in the market .

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