

ABSTRACT

This final project aims to analyze the Customer Service team's strategies in handling customer complaints and strengthening the brand image of Rodalink Singapore. The deductive analysis method is employed in this study. Data was collected through recording conversation logs between the Customer Service team and customers, compiling complaint summaries from January to March 2023, conducting interviews with the Customer Service team, and observations. The research findings reveal that Rodalink Singapore implements four strategies in addressing customer complaints, namely positive and empathetic communication, consistency in follow-up actions, offering mutually beneficial solutions, and being receptive to customer feedback. The study finds that Online Customer Service has successfully shifted consumers' perceptions toward Rodalink Singapore's brand image, which is supported by the favorable exposure they share online.

Keywords: Customer Service, Brand Identity, Complaint Handling

ABSTRAK

Proyek akhir ini bertujuan untuk menganalisis strategi tim Customer Service dalam menangani keluhan pelanggan dan memperkuat citra merek Rodalink Singapore. Metode analisis deduktif digunakan dalam penelitian ini. Data dikumpulkan melalui pencatatan percakapan antara tim Customer Service dan pelanggan, rekapitulasi keluhan dari Januari hingga Maret 2023, wawancara dengan tim Customer Service, dan observasi. Hasil penelitian menunjukkan bahwa Rodalink Singapore menerapkan empat strategi dalam menangani keluhan pelanggan, yaitu komunikasi yang positif dan empatik, konsistensi dalam tindak lanjut, penawaran solusi yang saling menguntungkan, dan penerimaan masukan dari pelanggan. Penelitian ini menemukan bahwa Online Customer Service telah berhasil mengubah persepsi konsumen terhadap citra merek Rodalink Singapura, yang didukung oleh eksposur positif yang mereka bagikan secara daring.

Kata kunci: Customer Service, Brand Image, Complaint Handling