



Business Communication

Communication Science Study Program
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Third Task

1. **CHOOSE ONE COMPANY WHICH HAVE CUSTOMER SERVICE OR CUSTOMER CARE.**
2. **OBSERVE THE COMPANY'S EXTERNAL ACTIVITIES THROUGH CUSTOMER SERVICE AND ENGAGE IN CUSTOMER SERVICE ACTIVITIES.**
3. **MAKE A REPORT OF OBSERVATION CLEARLY.**

Field Observation Reports consist of:

- a. **Company's Brief Profile**
Company's name, history, product/service, etc.
- b. **Customer Service Description**
Location, number of staff, customer service conditions, etc.
- c. **Communication Capabilities of Customer Service Officer**
Products/services knowledge, hospitality, ability to provide answers or provide solutions to customer problems, etc.
- d. **Conclusion**
The impact of verbal communication to the external public (in this case, customer)

The report can also contain other related and important things. The analysis in the report should be supported by reference that can be accounted and completed with documentation.

4. **YOU HAVE TO FINISH THIS TASK IN A WEEK OR BEFORE NEXT CLASS.**

Thank you for your attention. Happy working and see you...