

A CUSTOMER CARE AT SONGKET SUTERA ASLI COMPANY

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ABSTRACT

Customer Care is become more important today. Customers want complete care throughout the consumption life cycle, from discovery all the way through support after sale or contract. This study has three objectives that are to be achieved which to find out customer service functions and tools that are suitable for Songket Sutera Ash (SSA), propose marketing strategy to SSA and at the end of this project, it will come out with the prototype showing how customer care is applied in SSA website. By implementing this website, it will help SSA management study about their customer's opinion and perception about their products, services and website to improve their productivity and innovative products. The information gathered during this study was obtained from primary data that come from interviews and also secondary data. Hopefully, this prototype website should be beneficial to the SSA especially to arts and craft companies and its their customers in term to improve customer acquisition, customer retention, customer loyalty, and customer profitability. As results, it also can increase their business profits and expand their marketing in the worldwide.