

Abstract

The development of the Internet is increasing in Indonesia at this time, making a wide range of Telecommunication industry and providers are competing to create a quality product and superior compared to its competitors. A company engaged in telecommunications and internet service providers realize that they can not compete only with products but also must develop a strategy of service to customers, by way of customer service do the best service to customers. Customers today are very smart in assessing the service quality of a product or service. They want the benefits that they receive in accordance with the services provided. the purpose of this study was to analyze the service customer service representative at Plasa Telkom Lembong Indihome products.

Research type used is descriptive qualitative research data using primary data obtained by the author interviewed managers and become a customer and observation for 3 days at Plasa Telkom Lembong

Results showed Obesevasi Customer service has been very good Plasa Telkom in implementing the tasks and functions of customer service, process service delivery excellence (Excellent customer service), Verbal communication application, the application of non-verbal communication, and Service Breakdowns and Service Recovery

Keywords: Customer Service, Excelent customer service, Listening