



# DIGITAL CUSTOMER SERVICE: THE EFFECTIVENESS OF COMMUNICATION IN TECHNOLOGY REVOLUTION 4.0

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**Abstract.** The development of technology has changed the way of interpersonal communication into digital communication. Technological speed can be in the form of technology applications, computers, social media, robots and the public environment. Digital customer service is one of the creative innovations and practical solutions to self-service with new technologies found in the current digital revolution 4.0. Effectiveness is a goal or success in achieving goals or objectives based on what has been set. The effectiveness of communication can be seen based on the effectiveness of the message received and can be understood by the customer. The purpose of this study was to determine the effectiveness of digital Customer Service as an example of the 4.0 communication technology revolution in helping its use to get maximum service. This research uses qualitative research methods with descriptive studies. While the concept used is the effectiveness of communication from Andre Hardjana. The results of this study are the effectiveness of communication in the application of digital customer service in the community with new technology. This research was conducted to determine the effectiveness of communication in the application of digital customer service in the midst of the communication transition of the digital revolution 4.0.

**Keywords:** Communication, Effectiveness of Communication, Digital Customer Service

## 1. Introduction

Technological advances that continue to grow rapidly at this time have changed the way human communication interacts in society.[1] In the book *The New Communication* (William, 1992) says that society is a communication society because of the speed of development of information technology in life. The speed of technology includes the application of technology, computers, satellites, robots and the public environment [2] This development has certainly brought significant changes in society. Communication effectiveness is also considered to impact on technical and functional quality. Clark (1992); Stewart (1992); and Headley (1992)

assert that communication is an important ingredient for achieving high perceived service quality. Modern technological innovations have begun to be carried out in all fields. Even the company's progress and success tend to be influenced by technology support which of course has the ability to integrate its functions into an efficient and effective work unit. The expanse of digital service products in today's technology-connected marketplace continues to grow and yet another form of digital service is also increasingly used by customers and firms: digital customer service. [3] digitally align the entire organization using strong internal communication to ensure that all processes are moved in the direction of digital customer service. A digital transformation requires a firm-wide "digitization" program.

With the development of communication capabilities between machines and humans came the achievements of the transformation of digital communication. "Communications, or lack of it, is right up there as a major cause of investor planning associations complaints resolution unit (Bland, 1997, p. 7m). Communications effectiveness refers to the formal as well as informal sharing of meaningful and timely information between a client and adviser in an empathetic manner. The communication transformation of the technological revolution has changed the way people communicate, live, work and relate to people.[3] It is undeniable that the presence of technology is something that makes things easier, long-distance communication interactions & the application of developments in making things simpler and more practical. One form of its application is to use digital technology to replace human labor so that it is more effective and efficient. The phase of the technological revolution that is changing the way human activities are carried out in terms of scale, scope, complexity, and variability compared to past life experiences.

The purpose of this study is to determine the communication effect in the application of Digital Customer Service in the midst of the communication transition of the digital revolution 4.0. The research method used in this research is descriptive analysis with a qualitative approach. While the concept used is the effectiveness of communication from Andre Hardjana.

## **2. Method**

The research method used in this research is descriptive analysis using a qualitative approach to convey the research design. This qualitative research has an empirical nature, in which the results of this study are based on the expressions of the research subjects, but still with what is desired and interpreted by the research subject. In knowing how effective communication is from the use of digital customer service using the communication effectiveness method from Andre Hardjana. Effective communication requires an effective communication system by conducting a communication audit. It can be assumed that the effectiveness of communication according to Andre Hardjana includes the recipient of the Receiver, Message Content, Timing, Media, Message Format & Source [4]. The problem of effectiveness in communication is related to how the receiver takes action in accordance with the meaning desired by the sender (Subiakto in Cahyana & Suyanto, 1996: 192). [5]

### **2.1. Presentation of the wastewater treatment plant**

The treatment in this station goes through several phases shown schematically Fig. 1.

### **2.2. Wastewater and industrial water purification processes in the station**

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### 3. Results and Discussion

#### 3.1. Halo BCA

Since its inception the company PT. Bank Central Asia has a subdivision that has a special role in handling customer complaints, namely the Halo BCA subdivision. The Halo BCA application is a digital customer service service that can operate 24 hours with several access options. to obtain information related to various products offered by BCA, assist customers in emergency conditions such as lost cards, receive complaints related to customer problems related to transactions at BCA services and receive input from customers. Halo BCA has a goal that focuses on four things, including focusing on customers or customers, focusing on team members, focusing on management, and focusing on the country. In addition to focusing on several goals, the Halo BCA team must also anticipate changing factors such as company products, national events and natural disasters. In the Halo BCA service, the service level for receiving customer contacts has been determined in accordance with existing policies, namely the telephone response time is 20 seconds, the Twitter response time is three minutes, the Halo BCA chat response time is three minutes, and the email response time is one hour. The resolution of the problem varies, ranging from 1 (one) working day to 30 (thirty) working days, according to the type of problem. Present digital features as quick and easy to use. Some successful players have implemented gamified incentive schemes or likable digital companions to speed up the adoption of digital tools [6].

#### 3.2. Receiver

According to Hardjana (2000:24) the definition of the dimension of the message recipient is the object that is expected to receive the message, which will then be measured based on the accuracy of who will receive the message. [7] The Halo BCA application is designed as an information service and digital customer service to assist and serve every customer's needs. Simple research was conducted to analyze what services were received by customers. In the Halo BCA Digital Application service, customers can contact through four media including telephone line, chat, email and twitter.

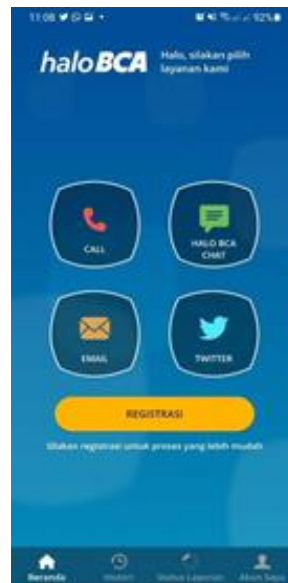
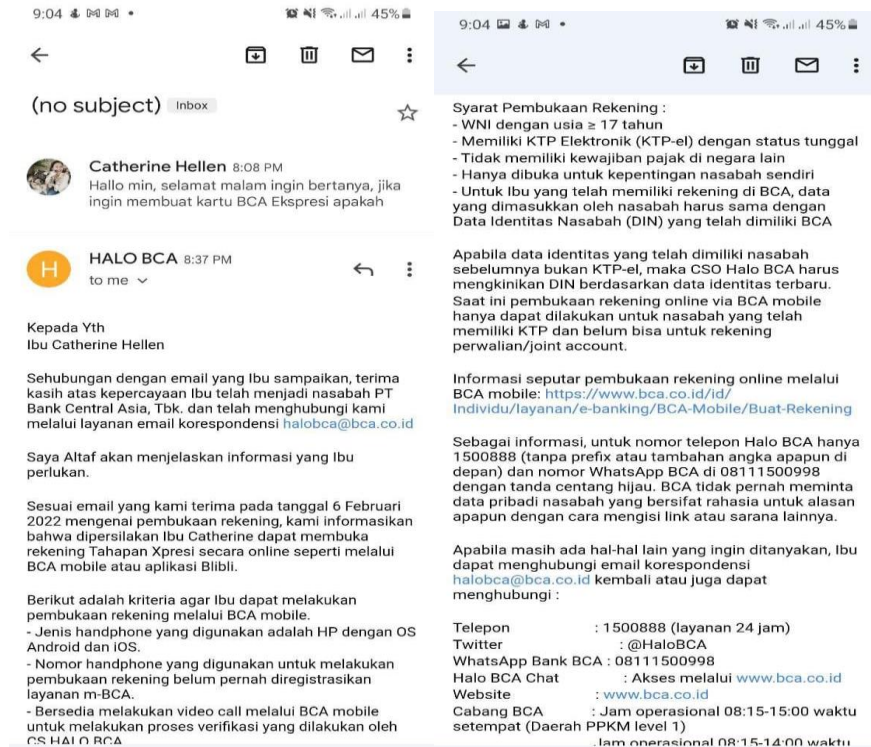


Figure 1. Aplikasi Halo BCA

### 3.3. Message Content

According to Hardjana (2000:24) What is meant by the dimensions of the message content is the suitability of the purpose of communication with the facts and timeliness of information received by the public. [6] In this case, message content means the disclosure of information provided by the organization to the public. The content of the message conveyed by the company through the Halo BCA application is in the form of information about the activities carried out by the company. The content of the messages conveyed by Halo BCA has gone quite well with every message conveyed to consumers is very informative and easy to understand. Based on the results of observations and interviews with BCA customers, they are quite satisfied with the information provided by customer service through the Halo BCA application. The content of the message given is correct and in accordance with what is required by the customer. Through the Halo BCA application, this technological advancement has made it easier for customers to receive messages in real time. So when the content of the message received can be understood by the customer, the communication has been running effectively.



Gambar 2. Email Respon BCA

### 3.4. Timing

According to Hardjana (2000:24) the definition of timeliness dimension is that the message intended to the recipient is on time according to the conditions and situations being measured [6]. Based on observations made when customers are experiencing problems or problems using Halo BCA, of course, online Customer Service responds well. The service level for receiving customer contacts is with a telephone response time of 20 seconds, a Twitter response time of three minutes, a Halo BCA chat response time of three minutes, and an email response time of one hour. In providing a response based on telephone media, it can be responded quickly in real time. In addition, the handling given in solving problems is carried out quickly and in real time. Based on the results of observations and interviews with customers, they are satisfied with the services provided because in handling any complaints they can be handled properly and respond quickly. With the technology offered, it makes it easier for customers [7].

### 3.5. Media

According to Hardjana (2000:25) the definition of the dimensions of communication media (media) is the media used to convey messages according to the needs and expectations of the sender of the message and the recipient of the message. [6] Halo BCA uses the most effective media to connect customers and customer service. Through this application, BCA integrates all Halo BCA contact center channels in one application to respond to the increasingly dynamic needs of customers. [7] The media provided include Call, this service runs by telephone which will be directly channeled to the BCA call center. Furthermore, Halo BCA Chat, is a service provided on the Halo BCA application. The media included are Whatsapp and Chat BCA. On Whatsapp listed is an account that has been verified there is a green tick logo which is an official BCA account. In BCA Chat, customers will be connected directly to the BCA call center



and given a queue number to wait their turn. Customers can also contact [halobca@bca.co.id](mailto:halobca@bca.co.id) email to submit complaints and questions. In addition, in this application, Halo BCA also provides access for customers who are Twitter users and can submit questions and complaints through the Twitter account @HaloBCA.

### 3.6. Message Format

According to Hardjana (2000:25) the definition of the format dimension is that the conformity of the format between what is intended by the sender and the recipient is seen from the way in which the information content is presented.[7] In the content format, the presentation of information regarding information through the Halo BCA application is of course important for customers. Based on the observations made in the Halo BCA application, the presentation information format has not run optimally. The format of information packaging is still limited where when you want to get information you will be directed to social media. However, in its social media, BCA has provided information in a good and attractive packaging format.

### 3.7. Source

According to Hardjana (2000:25) the definition of the dimension of the message source (source) is the clarity of the source that can be accounted for so that the message conveyed is accurate. [7] In the Halo BCA application, of course, all the information provided will be fact-based and appropriate. The Halo BCA application is an official application from Bank BCA itself, so all information provided will come from company decisions and policies. Before using this application, customers are required to follow the terms and conditions of the Halo BCA application, so that any information provided will be private and only customers can access it [11-13].

## 4. Conclusion

Halo BCA application is a communication technology with digital customer service from the BCA bank. In this application there are several choices of media that can be used by customers to obtain information about BCA. The media used in this application include telephone services, chat ( whatsapp and sms) , email and twitter. The digital communication revolution 4.0 has begun to be carried out to make it easier for customers to receive information and provide criticism and suggestions to the company. "Customer service as usual" is a risky choice for operators as it entails high service costs, while also failing to satisfy changing customer requirements. We therefore urge operators to concentrate their efforts on laying out a path for the evolution of a digital customer service model.

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