

COMMUNICATION ETHICS IN THE TELEMARKETER TEAM OF PT TELMARK INTEGRASI INDONESIA

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ABSTRACT

Telemarketing is one method of marketing and socializing products using telephone media that is often used by companies. In this method, many results are not good in terms of sales due to the lack of understanding of good communication ethics from marketers. Communication ethics have an important role in maintaining professionalism and achieving goals in the telemarketing team. PT Telmark Integration Indonesia is a company engaged in BPO (Business Process Outsourcing), with one of the services provided is sales through telemarketing. This study aims to analyze the practice of communication ethics applied in the telemarketing team at PT Telmark Integration Indonesia. The research methods used are interviews with telemarketing team members and document analysis of policies and guidelines related to communication ethics. The results showed that with improved, more intensive training factors on communication ethics, effective conflict management, as well as awareness of the importance of privacy and security of customer data that the telemarketing team at PT Telmark Integrasi Indonesi can improve the results of telemarketing.

KEYWORDS Communication Ethics, Marketing Communication, Consumer, Telemarketing.



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INTRODUCTION

Telemarketing is a marketing strategy that involves using the telephone or other means of communication to contact potential or existing customers for the purpose of promoting products or services, and generating sales. The main objectives of telemarketing are to build relationships with potential customers, provide information about products or services, and influence purchasing decisions.

Telemarketing is the use of the telephone from a call center to attract prospects, sell to existing customers and provide services by taking orders and answering questions, helping companies to reduce sales costs and increase customer

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satisfaction. According to Priansa (2017), telemarketing can be measured using indicators related to the timeliness of the call, the first impression through the grooming of the telemarketer, the politeness of the telemarketer in talking over the phone, the intonation of the telemarketer in talking over the phone, the friendliness of the telemarketer in providing answers to questions over the phone, and the completeness of the information presented by the telemarketer through telemarketer activities (23.06.295_journal_eproc, n.d.).

Telemarketing practices include a variety of communication methods, ethics in telemarketing is very important to ensure that interactions with customers go well, respect their privacy, and build positive business relationships.(Andi Rahman 21/07/2023)

Communication ethics concerns the creation and evaluation of goodness in all aspects and manifestations of communicative interaction. Since communication and ethics are tacitly or explicitly inherent in all human interactions, everyday life is full of intentional and unintentional ethical questions (Lisabeth, 2017).

A professional ethical approach in telemarketing communication is essential to maintain a positive relationship between the company and potential customers. This case study involves PT Telmark Integrasi Indonesia, a company engaged in outsourcing and uses the telephone as the main tool in selling its customers' products or services to potential customers of PT Telmark Integrasi Indonesia's clients (Purnomo 2022).

In the politeness communication approach, it should prioritize a policy of being friendly and courteous to customers. When speaking with potential customers, be sure to use polite language, say a friendly greeting, and ask for permission before starting a product or service presentation. Avoid using rude or inappropriate language, and still strive to maintain professionalism in every conversation (Gamedia.com 2022).

Language is a mirror of one's personality. Language is a mirror of the nation's personality (Pranowo, 2009). one's personality and country of origin can be known from the language used. Language is used as a means of communication, so whether a nation is good or bad cannot be seen from its language. The meaning of the expression is that when someone is communicating with their language, being able to explore the potential of their language, being able to use it properly, correctly, and politely is a reflection of the nature and personality of the wearer (Asropah et al., 2016). In addition, it is also important to respect customer privacy. Ensure that customers' personal information obtained from the company is safe and protected. Keep the information confidential, and do not provide customer information to third parties without clear permission (Kompas.com, 2024).

In your professional ethics approach, ensure that you provide honest and accurate information to customers. Do not make claims that cannot be substantiated or are misleading. Provide complete information about the product or service, including its benefits and possible risks (mekari.com, 2024). Also, do not use aggressive or pushy sales techniques. Let the customer make their own decision by allowing sufficient time to consider the offer. If the customer rejects the offer, accept it gracefully and maintain a polite attitude. Do not force or abuse customers who reject the offer. (kleido.com, 2024).

PT Telmark Integration Indonesia was established in 2017 in the field of business process outsourcing (BPO), providing services ranging from the provision of human resources, facilities, and work systems to the achievement of specific key performance indicators of a company's business. B2B customer needs (www.telmark.co.id 2023). PT Telmark Integrasi Indonesia provides BPO, CRM, collection, recruitment, and SIP trunking services. On the other hand, the BPO services offered by PT Telmark Integration Indonesia itself include customer service, training, and telemarketing (www.telmark.co.id 2023). Finally, always strive to improve and enhance service quality. By continuing to attend training and collecting customer feedback, marketers can improve communication and increase customer trust (kledo.com, 2024).

The case study of PT Telmark Integration Indonesia requires the company to maintain a polite communication approach and professional ethics in all interactions with potential customers. By applying this approach, companies can build strong relationships with customers, increase trust, and achieve success in telemarketing (Stavros Kalogiannidis 2020). In this study, researchers will study how PT Telmark Integration Indonesia has good and correct ethics by telephone (telemarketing) by conducting research entitled "Communication Ethics of the Telemarketer Team at PT Telmark Integration Indonesia".

RESEARCH METHOD

The research method used is qualitative research with a holistic single case study method which is carried out on one of the services at PT Telmark Integrasi Indonesia, namely telemarketing in particular and is focused on discussing in terms of communication ethic (specifically) this is in accordance with what is conveyed by Robert K Yin (2028), research conducted by conducting interviews and observations of resource persons. The time and place of the research was conducted on December 23 to December 29, 2023 at PT Telmark Integrasi Indonesia which is located at Jalan Sleman, Yogyakarta Special Region 55281, Caturtunggal, Jl. Ring Road Utara No.7A.. The research data source consists of primary data, which is data obtained from interviews with resource persons or research subjects (resource person I (AH) as operation head, resource person II (PU), and resource person III from representatives of PT Telmark Integration Indonesia telemarketing agents).

RESULT AND DISCUSSION

Telemarketing is a marketing strategy that involves using the telephone or other means of communication to contact potential or existing customers for the purpose of promoting products or services, and generating sales. The purpose of telemarketing is to build relationships with prospective clients, provide information about products or services, and influence purchasing decisions. In this study, the results show that the application of good communication ethics has a very significant influence on the sales results and evaluation of the performance assessment of the sales team of PT Telmark Integrasi Indonesia.

PT Telmark Integrasi Indonesia is a company established in 2016 which is engaged in business process outsourcing (BPO) by providing services ranging from

providing human resources, premises, work systems and achieving Key Performance Indicator (KPI) according to the business needs of B2B clients (telmark.co.id 2023). PT Telmark Integrasi Indonesia provides BPO, CRM, Debt Purschasing, Recruitment, SIP Trunk services, while the BPO services provided by PT Telmark Integrasi Indonesia itself include: Customer Service, Tele Collection, Training, Tel-marketing (telmark.co.id 2023).

To carry out activities in the company PT Telmark Integration Indonesia, at PT Telmark Integration Indonesia there is an organizational structure, related to telemarketing that can be done properly and efficiently, so that company goals can be achieved. This process includes provisions in telemarketing activities that are necessary to complete all organizational goals, grouping these activities with regard to the logical arrangement and duties of this group of activities for a responsible position or person. In order not to occur unclear in the implementation of tasks in an organization, an organizational structure is needed. The organizational structure according to Handoko (1996) is the formal mechanisms by which organizations are managed. different in an organization (Purnomo 2022).

In this research where the method used is qualitative with a single holistic case study, the discussion is carried out with a focus on telemarketing services at PT Telmark Integrasi Indonesia.

The process carried out in telemarketing includes job des that have been defined in the PT Telmark Integration Indonesia organization for the telemarketing team.



Source: SOP Telemarketing PT Telmark Integrasi Indonesia

As for the results of the data obtained based on observations where data reports are drawn based on the achievement of agent development before and after coaching and training to provide additional communication skills and sales skills, the results show that the training process can improve agent performance and with the application of communication ethics in telemarketing can increase the productivity of the telemarketing team referred to in table 1.

Table 1. Table of Telemarketing Team Evaluation Results with the Addition of Knowledge, Training and Development of Communication Ethics Resulting in Improvement in Quality and Productivity and Sales Performance.

Root Cause	Action Taken by Ops	Action Taken by PnD	Result	Summary
<p>Pada bulan Oktober project Di PT Telmark Telesales mendapatkan penambahan headcount untuk jumlah agent, dengan detail berikut :</p> <p>before : Jakarta 5 agent Yogyakarta 5 agent</p> <p>after : Jakarta 10 agent Yogyakarta 15 agent</p> <p>Proses hiring yang cepat karena mengejar timeline fulfillment sehingga quality kandidat yang lolos tidak sepenuhnya memiliki background atau pengalaman di telesales. Adapun agent non pengalaman (fresh graduate)</p> <p>diantaranya : 1. Fidunya Maharani Putri 2. Gres Enjelin Lala 3. Nadillah Alya</p>	<ol style="list-style-type: none"> Melakukan proses pendekatan dengan coaching dan counseling. Breakdown kelemahan apa saja yang perlu di development. Propose ke team PnD untuk membantu upgrade skill agent (Refreshment, Sales Class, Sekolah Pagi, Feedback by QA, dsb) Weekly discussion dengan team PnD untuk next monitoring dan proses coaching weekly Pendampingan khusus untuk agent-agent fresh graduate untuk coaching dan feedback daily 	<ol style="list-style-type: none"> Refreshment setiap minggu dengan all agent Refreshment khusus untuk agent Low Perform dan Low Handling Sales Class setiap minggu Feedback QA daily monitoring Sekolah Pagi setiap minggu khusus agent-agent fresh graduate untuk coaching dan yang mendapat feedback daily dari TL/Asmen 	<p>Selama bulan October dan November, proses development berjalan secara konsisten, dengan saling support dari Ops dan PnD. Result untuk agent fresh graduate</p> <p>Bulan October : 1. Gres Enjelin Lala > Ranking 1 Telmark dan Ranking 1 All Vendor 2. Fidunya Maharani Putri > Ranking 7 Telmark dan Ranking 12 All Vendor 3. Nadillah Alya > Ranking 19 Telmark dan 47 All Vendor</p> <p>Bulan November : 1. Gres Enjelin Lala > Ranking 1 Telmark dan Ranking 1 All Vendor 2. Fidunya Maharani Putri > Ranking 7 Telmark dan Ranking 13 All Vendor 3. Nadillah Alya > Ranking 8 Telmark dan Ranking 16 All Vendor</p>	<p>Proses development yang bersinergi antara Ops dan PnD berhasil memaksimalkan upgrade skill agent dan konsisten dengan performa yang baik.</p> <p>Team Ops selalu sigap untuk mencari kelemahan dan berusaha menemukan support needed untuk agent yang di propose kepada PnD Team.</p> <p>Team PnD selalu mengusahakan timeline berjalan dengan baik dan konsisten sehingga proses development tidak berhenti.</p>

The results of the evaluation of the application of communication ethics are evaluated gradually compared to the results before applying communication ethics (do not understand)

From the results of providing training and coaching in accordance with the sop applied, the results of sales and observations are getting better and the Company's ranking is also increasing (refer to the results of table I). The results of interviews conducted with resource persons provide the following results:

"The results of interviews with resource persons I (one) (A H) Operational & People Development Manager of PT Telmark Integrasi Indonesia, the interview was conducted on January 23, 2024. People Development PT Telmark Integrasi Indonesia, the interview was conducted on January 23, 2024 The interview focused on exploring related to telemarketing services provided by PT Telmark Integrasi Indonesia, sales conducted at PT Telmark Integrasi Indonesia, then the sales process and obstacles faced with telemarketing media, One of the factors that greatly affect production is the quality of the telemarketing team from the results of the interview obtained the results that professional ethics in telemarketing include politeness, how to call, product mastery is a point that is very influential in the achievement of agents in achieving targets according to KPI (Keyperformance Indicator) so that it gives a very significant influence on the results of achieving the company's target and raises the trust of PT Temark Integration Indonesia clients "

Based on this condition, the results obtained are not different from the results of the observation of agent performance results from time to time with the application of coaching and training which increases the achievement results and skills of telemarketing agents so that this increase will be inline with the client satisfaction of PT Telmark Integration Indonesia.

" Results of Interview with Resource Person II (two) (P U) PT Telmark Integrasi Indonesia the interview was conducted on February 7, 2024. Where interviews were conducted related to the importance of the application of communication ethics compared to sales results and achievement of targets according to KPI (Keyperformance Indicator).

1. Communication ethics is very important in the telemarketing process. In communication ethics there are attitudes that show professionalism in offering impact by building a positive reputation and engagement from clients or marketing targets. When reputation and engagement are built, it will create credibility and a good communication process for the future in the bidding process.
2. SLA agent needs time to improve progressively from communication ethics is approximately 1 to 2 months.
3. This can be improved in addition to development but also measurement with a learning curve, so that within that period of time the improvement process of each agent can be seen how to progress and evaluated. Based on interviews with the second resource person also provided the same reference results that the development of agent communication skills has a very significant impact on the production of the agent in question both in terms of the quality of communication (application of communication ethics) and selling skills, the better the way of communicating will increase production and sales levels (refer to Table I).

CONCLUSION

From the research conducted, it is found that communication ethics in PT Telmark Integration Indonesia telemarketers is a concern and focus in its implementation in the field as evidenced by the application of communication ethics included in the telemarketing SOP and in the kpi agent assessment score card, the research also proves that the existence of training and coaching related to improving the quality of communication ethics in agents shows inline results with increased performance. Thus it can be concluded that the application of communication ethics has a considerable role in influencing the performance results and kpi of the PT Telmark Integrasi Indonesia telemarketer team. The hope that can be conveyed from the results of this study is that it can be used as a reference material as a standard for all telemarketing projects at PT Telmark Integration Indonesia and in the future it can be a consideration to be applied in similar businesses.

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