

## TABLE OF CONTENTS

APPROVAL OF THESIS .....	i
APPROVAL OF EXAMINATION PASSAGE .....	ii
STATEMENT OF THESIS ORIGINALITY .....	iii
MOTTO AND TRIBUTE .....	iv
ABSTRACT .....	v
ABSTRAK .....	vi
PREFACE .....	vii
TABLE OF CONTENTS .....	x
LIST OF TABLES .....	xi
LIST OF FIGURES .....	xiii
CHAPTER I INTRODUCTION .....	1
1.1 INTRODUCTION .....	1
1.2 CURRENT SITUATION .....	3
1.3 DESIRED SITUATION .....	3
1.4 MAIN RESEARCH QUESTION .....	4
CHAPTER II LITERATURE REVIEW .....	6
2.1 DEFINITION OF PERSONALIZATION .....	6
2.2 DEFINITION OF CULTURAL PREFERENCE .....	7
2.3 DEFINITION OF TRAINING .....	8
2.4 DEFINITION OF CUSTOMER SERVICE .....	10
2.5 DEFINITION OF COMMUNITY HOSTS .....	11
2.6 CONNECTION BETWEEN CULTURE-BASED TRAINING AND IMPROVED CUSTOMER SERVICE .....	12
CHAPTER III RESEARCH METHODOLOGY .....	13
CHAPTER IV ANALYSIS AND DISCUSSION .....	16
4.1 MANDATORY ONLINE TRAINING IN THE SOCIAL HUB .....	16
4.1.1 <i>The Social Hub-Related Courses</i> .....	16
4.1.1 <i>Training focused on Systems</i> .....	18
4.1.2 <i>Compliance</i> .....	20
4.2 KIRKPATRICK EVALUATION MODEL .....	24
4.3 CURRENT CUSTOMER SATISFACTION RATE BASED ON COMPANY INTERNAL DATA .....	27
4.4 CURRENT CUSTOMER SATISFACTION BASED ON INTERVIEW .....	32
4.5 IMPORTANCE OF CULTURE-BASED TRAINING TO IMPROVE CUSTOMER SERVICE .....	34
CHAPTER V CONCLUSION & RECOMMENDATIONS .....	36
5.1 CONCLUSION .....	36
5.2 RECOMMENDATIONS .....	38
5.2.1 <i>Criterias of External Company Partners</i> .....	39
5.2.2 <i>Possible Company Partners</i> .....	40
5.2.3 <i>Implication for 4 Business Domains</i> .....	53
5.2.4 <i>Possible Ethical Issues in Recommendation</i> .....	56

REFERENCES .....	58
APPENDICES.....	61

