

CHAPTER FIVE

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

This chapter is divided into 5 parts 1) a summary of the study, 2) a summary of the findings, 3) discussion of English language development, 4) conclusions and 5) recommendations for further study.

5.1 SUMMARY OF THE STUDY

The study can be summarized as follow:

5.1.1 Objective of the study

English language has been used internationally as an official language for business communication in companies and organizations throughout the world. Consequently, knowledge of English is essential for employees who work in multi-national or international organization. British Council is one of those in which knowledge of English is preferred, especially for officers whose main duties deal with giving service to customers. According to this, the study was conducted in order to investigate the attitudes of customer relations officers in the Customer Service department of the British Council (Thailand) towards the use of English language at work.

5.1.2 Subjects

The subjects of the study were 30 Customer Relations Officers in Customer Service Department of the British Council, Thailand in three centres, Siam Square, Lad Phrao and Pinklao. The respondents were selected by using the purposive sampling method.

5.1.3 Instrument

A Questionnaire was used as the instrument to collect the data. The questionnaire consisted of two parts 1) respondents' personal data, and 2) attitudes towards the use of English language at work.

5.2 SUMMARY OF THE FINDINGS

The summary of the findings were divided into 2 parts 1) respondents' personal data, 2) attitude towards the use of English language at work of Customer Relations Officers in the customer service department of the British Council (Thailand).

5.2.1 General information of the respondents

From the study, it was found that the respondents' ages ranged from 20 to 59. Most of them were between 20 – 29 years of age. 83.3% of the respondents were female, while 16.7% were male. 40% of the respondents have been working as a Customer Relations Officer between 1 – 5 years. The majority, 90%, hold Bachelor's degrees. 80% of the respondents hold Bachelor's degrees in humanities and social sciences. And 73.3% have done an English proficiency test before joining the British Council.

5.2.2 Attitude towards the use of English language at work

Listening skills

The attitudes of Customer Relations Officers towards their listening skills were revealed to be positive. According to the results, most of them did not feel that grammar or vocabulary were problems when listening, nor were speakers' local dialect, accent and pronunciation.

Reading skills

The attitudes of Customer Relations Officers towards their reading skills were found to be relatively positive. The majority thought that their knowledge of grammar and vocabulary had no affect on their reading. However, they were not sure whether the knowledge of grammar and vocabulary of the writers whether it affected in reading. In the aspect of writers' discourse competence, the respondents' attitude was found to be quite uncertain.

Writing skills

In the aspect of writing ability, the respondents' attitude was revealed to be quite uncertain. 30% of them have faced grammatical and vocabulary problems when writing. However, another 30% of the respondents disagreed that grammar and vocabulary affected their writing. The majority felt undecided as to whether word selection affected their writing. In the aspect of discourse competence, some of the

respondents felt undecided whether their ability to combine ideas affected their writing.

Speaking skills

According to the results, the overall attitudes of Customer Relations Officers towards speaking skills were found to be positive. 30% of the respondents, felt that the knowledge of grammar and vocabulary were not impediments when speaking. 40% of the respondents felt undecided whether listeners' knowledge of grammar and vocabulary affected on their speaking skill. The respondents' attitude towards their local dialect, accent and pronunciation when speaking was found to be quite uncertain. In the aspect of strategic competence, the respondents agreed that they can speak more effectively when using gesture.

5.3 DISCUSSION

This section gives discussion towards the findings of the study which can be listed into 4 aspects.

According to the study, the attitudes of the respondents towards the use of English language at work are positive. The fact that the majority of them hold bachelor's degrees in humanities and social sciences and more than half have done an English proficiency test before joining the team can explain the results of their English communicative ability.

In the aspect of listening skills, the majority of Customer Relations Officers have a positive attitudes towards their overall listening ability when use it at work. Only a few of them (6%) have grammar and vocabulary problems in which they feel affects their listening ability. In terms of accent and pronunciation, few Customer Relations Officers feel that it affects their listening skill (2%, stated strongly agree and 4% stated agree).

In the aspect of reading, the majority of the respondents have a very positive attitude towards their reading ability (70%). However, they feel undecided whether grammar, vocabulary and ability to combine ideas affect them when reading.

In the aspect of writing, the majority of the respondents feel they are not sure whether they have a strong English writing skill (40%). From the results, the Customer Relations Officers are concerned about grammar and vocabulary (16.7%),

word selection process (16.7%) and the ability to combine ideas in the message (20%). However, there were some respondents who felt undecided whether the grammar, vocabulary and ability to combine idea really affect them when writing.

In the aspect of speaking, the attitudes of the respondents are also relatively positive. Most of them (30%) don't have any grammar or vocabulary problem. 40% of them are concerned whether they might communicate ineffectively because of the listeners themselves (40%). The majority of them also agree that using gestures when speaking helps them deliver their message effectively.

5.4 CONCLUSIONS

The following conclusions are summarized from the discussion above.

5.4.1 According to the results of the study, most of the respondents have positive attitudes towards their overall skills in English language.

5.4.2 Of 4 skills in English language, the majority of customer relations officers were unsure of their satisfaction level.

5.5 RECOMEMDATIONS FOR FURTHER STUDY

Based on the findings, the following recommendations are suggested for further study.

5.5.1 This study looks into the attitudes of Customer Relations Officers towards the use of English language alone: the survey of customer satisfaction towards the services should later be expanded.

5.5.2 This study is only focuses only a limited group. Further study for all Thai staff working at British Council towards the use of English language should be expanded.

5.5.3 A study on English writing skills of all Thai officers should be expanded. This will benefit on employees' self-improvement and English skills.