

**DIGITAL TELECOMMUNICATIONS PHILIPPINES, INC.  
TAGAYTAY CITY, CAVITE**

**A Field Study  
Submitted to the Faculty of the  
Cavite State University  
Indang, Cavite**

**In partial fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management  
(Major in Economics)**



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Inc. Tagaytay City, Cavite  
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## ABSTRACT

**DEL ROSARIO, FLORDELIZA D. Digital Telecommunication Philippines, Incorporated, Tagaytay City, Cavite.** Field Study. Bachelor of Science in Business Management major in Economics. Cavite State University, Indang, Cavite. April 2002. Adviser: Mr. Louie R. Samson.

A field study was conducted at Digital Telecommunication Philippines, Incorporated (Digitel), one of the largest telecommunication companies in the Philippines, located at Crossing Mendez, Tagaytay City, Cavite. The study aimed to expose the student to the actual operations of the business; experience on how to work as a real employee of the firm; and identify the problems encountered by the firm in the business center department. There was also an exposure to the firm's different management operations and the opportunity to apply the knowledge acquired in the classroom discussion.

Data and information were gathered from company's records/files and through research, observation and personal interview with the Senior Customer Care Specialist and other employees.

Digital Telecommunications Philippines, Incorporated, has one of the largest fixed-line networks in Luzon and one of the largest providers of Telecommunications services to voice, data and multi-media subscribers as well as prepaid card users in the country. Established in 1987, Digitel was granted a franchise in 1994 to provide domestic and international telecommunication services throughout the Philippines.

Digitel Tagaytay Branch was established in July 1997 at Mahogany Market Street, Tagaytay City, headed by Mr. Sleck Cadenas, Senior Customer Care Specialist.



On July 3, 2000, Digitel Tagaytay was formally transferred at Crossing Mendez, Tagayaty City. As of November 2001 they have eight employees, headed by Senior Customer Care Specialist. From the company evaluation, it was found that among all Digitel branches, Tagaytay business center was in the top list that serves a much better and satisfactory service to its valued subscribers.

Digitel is laying the groundwork to enable the company's customers to have an access to all types of telecommunication, computer and information technology service.

Digitel's total collection rose to P1,263,830.0 for the month of December 2001 from P55,636.01 for the month of November 2001.

The field study conducted complemented with the theories learned in the classroom discussions. It provided wide experiences to the students to develop their skills, particularly and on the use of office equipment, how to manage a business, how to deal with clients and public relation. The cooperating firm in return needs to conduct a well planned trainee's orientation to come up with better apprenticeship program.

During training in Customer Center Service, the following competencies were developed: public relation, proper dealing with client, proper business demeanor and the value of hardwork.



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