

ABSTRACT

Muhamad Rifansyah (2021081043)

DESIGN AND IMPLEMENTATION OF ROBOTIC PROCESS AUTOMATION (RPA) FOR DATA OPTIMIZATION AT PT. TELEKOMUNIKASI SELULAR

The business world is greatly influenced by advances in information technology, including PT Telkomsel, the largest telecommunications service provider in Indonesia. For decision making, improving customer service, and maintaining customer loyalty, managing large and diverse data is a big challenge. Data processing automation is an important solution to overcome this complexity. Routine processes such as customer data processing, inventory management, and financial reporting can be done more efficiently with automation. In addition to reducing operational costs and human errors, this allows human resources to concentrate on more valuable strategic tasks. PT. Telkomsel can improve operational efficiency, encourage service innovation, and provide a better customer experience, while increasing its competitiveness in the digital era through automation.

Keywords: INFORMATION TECHNOLOGY, AUTOMATION, OPERATIONAL EFFICIENCY.