

ABSTRACT

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CUSTOMER RELATIONS ACTIVITIES AT PT BANK CIMB NIAGA TBK

To achieve the company's objectives, the role of Customer Relations is crucial in communicating various banking information to customers. The Customer Relations team in the Implementation Unit of PT Bank CIMB Niaga Tbk carries out duties and responsibilities related to interpersonal communication. Operating in the banking sector and as one of Indonesia's leading banks, PT Bank CIMB Niaga Tbk relies on its Customer Relations team to play a significant role in delivering information and feature updates, addressing disruptions and customer complaints, as well as educating customers and employees on banking features transitioning to digital platforms. During the internship period, students organized and directly participated in various banking activities aligned with theories studied in class. These activities included customer satisfaction research and service strategy development, handling service disruptions in BizChannel, launching Octo Biz as a replacement for BizChannel, addressing public complaints related to data security in BizChannel services, providing digital banking education for branch relationship managers of PT Bank CIMB Niaga, and organizing sharing sessions for prospective interns. All activities conducted were closely related to courses such as Communication Seminar, Crisis Management, Media Relations Management, Public Relations Law & Ethics, Professional Practice, and Online Journalism. Through these activities, students gained insights and practical experiences linked to the theoretical frameworks of their chosen courses, as well as strategies for overcoming various challenges and obstacles encountered during the execution of these activities.

Keywords: *Customer Relations, Implementation, PT Bank CIMB Niaga Tbk, Communication.*