

ABSTRACT

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CUSTOMER SERVICE ROLL OUT ACTIVITIES BNI SYARIAH MIGRATION BANK AT INDONESIAN SHARIA BANK KK JUANDA

Carrying out lecture activities is a challenge in the midst of a pandemic with the application of Community Activity Restrictions (PPKM), on the other hand, students have an obligation to remain productive in honing knowledge and gain experience by implementing the knowledge gained at the University in places related to the scientific study program. such as benefit companies or services that provide opportunities for students to do internships. In the era of globalization, everyone competes to be able to join the world of work with the experience and background that was collected during the lectures. Everyone has the same opportunity to be able to express their abilities in a company but on the other hand the company will select human resources who will join the company, the Professional Work program (KP) held by the University is a design activity that supports students to know the world environment work formally and deepen student knowledge so that students become ready to face the world of work when they graduate.

In the implementation of Professional Work (KP) Practitioners are given the trust and task of assisting the Customer Service section of the BNI Syariah bank which will then merge and change to become Bank Syariah Indonesia, assisting customer service in serving customers who want to migrate BNI Syariah cards and savings books to become Syariah Banks. Indonesia in the theme of the Roll Out activity. The implementation of this KP provides new knowledge for the practitioner, and provides the practitioner the opportunity to practice formal communication with customers who visit the bank during working hours.

Keywords: Productive, Customer Service, Migration