

ABSTRACT

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CUSTOMER SERVICE SYSTEM ANALYSIS FOR LENDER AND BORROWER PT. GRADANA TEKNORUCI INDONESIA

Customer Service or can be referred to as customer service is tasked with providing information or services related to traded products and services. In simple terms, Customer Service is a service provided by a company that has the task of being a means of consulting, problem solving and an information center for each client or customer. According to the KBBI, service means an effort to serve the needs of others by obtaining rewards, while customers are users of manufactured goods or service users. That, it can be interpreted that customer service is a business, process, or activity to serve the needs of the users of goods or services.

In the implementation of the Job Training, students carry out a process of analyzing the current system in addition to carrying out their responsibilities as employees at PT. Gradana Teknoruci Indonesia. The analysis carried out on the user registration process, loan process, funding process to the process of disbursing funds. This is done so that students know the importance of this function in a more in-depth way in terms of customer service knowledge and information.

A good and informative system will certainly make it easier for customers to understand all the information displayed by fintech companies. The information can be in the form of writing, images or simulations. An in-depth and constructive analysis is certainly expected to develop this business in the future to make it more developed.

Keywords: *Customer Service, Fintech, Lender, Borrower*