

ABSTRACT

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IMPLEMENTATION OF PROFESSIONAL WORK ACTIVITIES IN CUSTOMER RELATIONSHIP MANAGEMENT DIVISION PROFESSIONAL CERTIFICATION INSTITUTIONS PEMBANGUNAN JAYA UNIVERSITY

Practitioners go through a periode of Professional Work activities at the Professional Certification Institute of Pembangunan Jaya University in the Customer Relations Management Division. During this Professional Work, the practitioner is given the opportunity to complete tasks related to customers who certify at the Professional Certification Institute of Universitas Pembangunan Jaya (LSP UPJ) such as recapitulating assessment results (Entry Data), filling out documents, scanning documents, answering E-mails. customer's mail and WhatsApp, printing customer competency certificates, editing videos of UPJ LSP activities, updating social media and UPJ LSP Website, providing competency certificates to customers, and documenting several UPJ LSP activities. The purpose of implementing this KP is as a means to experientiel firsthand how the picture of the real world of work and can add insight into the practitioner's work, especially in the field of customer relationship management.

Keywords: LSP UPJ, Customer Relationship Management, Certification.