

ABSTRACT

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PERAN TEAM LEADER DALAM MENCAPAI TARGET TIM UNTUK MEMPERTAHANKAN BRAND IMAGE PERUSAHAAN

Professional Work (KP) is an activity that aims to provide students with a comprehensive picture of the world of work so that they can apply the theory they have learned during their studies. Professional work practices are carried out at PT XingHao Technology, Bintaro as a Team Leader for Customer Service/Call center. This is in accordance with the field of Management. While doing professional work, practitioners learn about the administration of managing teams. In particular, the tasks performed by practitioners in the field of Administration are managing the administration of new employees who are members of the team, sorting and filing employee documents, completing new employee databases, setting agent daily targets, conducting daily team briefings every morning and evening. every day to convey targets and ways to achieve them, generate hourly reports of agent performance results and share them with team groups, help provide solutions to customer complaints via WhatsApp, monitor agent performance and train agents who have poor performance.

Keywords: Administration, Solution, Customer Service