

ABSTRACT

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ROLE AND WORK PROCESS OF CUSTOMER RELATIONSHIP MANAGEMENT STAFF AT PT. WAHANAARTHA RITELINDO

For six months carrying out the Independent Learning Internship (MBKM) program at PT. Wahanaartha Ritelindo, the practitioner works as a Customer Relationship Management and Social Media Staff who is under the supervision and guidance of the Customer Relationship Management Division. In implementing MBKM, Practitioners have the main task of sending broadcast messages to consumers, making calls to provide services, and creating design and video content related to the company. In improving the quality and competitiveness of the company, PT. Wahanaartha Ritelindo utilizes technology and information in the form of social media and websites. With the existence of Customer Relationship Management, the company tries to satisfy its customers by applying the marketing concept as a reference for each of its marketing activities. CRM is a business concept that focuses on customer loyalty, where the customer is the center of all aspects of the business run by the company. Therefore, when the practitioner carries out CRM activities, the practitioner is required to be able to communicate, master the company's products or services and have good problem solving skills, so that during the practitioner learns for approximately six months at PT. Wahanaartha Ritelindo, the practitioner managed to learn that as a CRM staff, he can provide information and provide explanations in easy-to-understand language, and can provide appropriate solutions to customers who make complaints. This skill is very necessary because it determines customer satisfaction with company services.

Keywords: Customer Relationship Management, Social Media, Customer Loyalty.