

ABSTRAK

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KEGIATAN CUSTOMER RELATIONS DIVISI BUSINESS AND MERCHANT DEVELOPMENT PADA PT TOKOPEDIA

Selama melaksanakan kerja profesi di PT Tokopedia, praktikan bekerja dibawah pengawasan staff marketing divisi Business and Merchant Development. Market Place dan Start Up merupakan model bisnis baru yang berkembang dengan pesat di Indonesia, keberhasilan Tokopedia dalam menguasai bisnis Market Place dengan peringkat teratas pada beberapa survey di Indonesia membuat praktikan memilih melaksanakan Kerja Profesi di salah satu perusahaan ternama di Indonesia ini. Praktikan berkesempatan untuk aktif berpartisipasi dan terlibat langsung dalam kegiatan customer relations di PT Tokopedia, seperti akuisisi, rention, venue retention, event retention team, free return project dan survey TemuToppers road show. Aktivitas divisi Business and Merchant Development terfokus pada pengembangan, pendekatan dan perbaikan usaha seller Tokopedia. Seluruh kegiatan customer ini dilakukan melalui berbagai media baik melalui telfon, chatting atupun bertemu secara langsung. Proses komunikasi menjadi sangat penting dalam kegiatan customer relations, komunikasi yang terus dijalin akan memberikan keuntungan dan banyak informasi bagi keberhasilan perusahaan dalam memberikan pelayanan yang maksimal bagi para penggunanya.

Kata kunci : Market Place, Start-Up, Marketing, Customer relations, Retention, pengembangan, akuisisi

ABSTRACT

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CUSTOMER RELATIONS ACTIVITIES BUSINESS AND MERCHANT DEVELOPMENT DIVISION AT PT TOKOPEDIA

During the Internship period in PT Tokopedia, practitioner working under the supervision of Marketing Staff of Merchant and Business Development Division. Market Place and Start-Up, as new business models that are growing rapidly in Indonesia, Tokopedia's success story which has achieved many top ranks on several surveys in Indonesia, have convinced Praktikan to implement the Internship program at one of the largest start-up and market place in Indonesia. Praktikan has opportunities to participate and involved in customer relations activities at PT Tokopedia, such as acquisition, retention, venue retention, join event retention team, free returns project and TemuToppers road show survey project. Business and Merchant Development Division activities focus on how to develop, approach and create business improvements for Tokopedia sellers. Customer's activities are done through various medias, such as telephone, chat or meet the seller directly. The communication process is very important in customer relations activities, a good communication between seller and company will provide benefits and a lot of informations for the company's success in delivering superior service for its users.

keyword : Market Place, Start-Up, Marketing, Customer relations, Retention, Improvements, Acquisition