

ABSTRACT

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PEMBUATAN SOP CALL CENTER TELEMARKETING PENGGUNAAN APLIKASI PADA PT. RAJAWALI BERDIKARI INDONESIA

The Smartdesk application used by the call center agent at Rajawali is an application that is used via a computer located in the work desk area. All outbound services. call service from contact center agents to customers by bringing the name of the business or company by telephone. Calls are made to prospective customers and focus on sales, lead generation, and telemarketing. In meeting the transaction needs, it is necessary to have a governance in the form of a SOP (Standard Operating Procedure) document using transaction activity diagrams to achieve organizational goals in its business processes.

Keywords: *Standart Operating Procedure, activity diagram.*