

Jakarta, 14 Juli 2022

Nomor : ----/00029.00/2021

Lampiran : 2 (dua) berkas

Kepada : ………………. (sesuai daftar terlampir)

|  |  |  |
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| **Hal** | **:** | **Pemanggilan Peserta Workshop Customer Relationship Management Tahun 2022: Overall CRM for IT Team** |

Dalam rangka meningkatkan knowledge Karyawan PT Pegadaian dalam mengimplementasikan sistem C*ustomer Relationship Management* (CRM), serta tindak lanjut dari Pengembangan Sistem CRM, salah satunya adalah transfer knowledge kepada tim IT di Pegadaian untuk memberikan pemahaman terkait platform CRM dari segi teknikal dan fungsional. Oleh karena itu, akan dilaksanakan Workshop Customer Relationship Management Tahun 2022: Overall CRM for IT Team. Saudara/i yang namanya tercantum dalam lampiran surat ini dipanggil untuk mengikuti kegiatan tersebut dengan rincian jadwal sebagai berikut:

|  |  |  |
| --- | --- | --- |
| **Hari/Tanggal** | **:** | Senin sd. Kamis, 18 sd. 21 Juli 2022 |
| **Waktu** | **:** | |  | | --- | | 08.00 - 22.00 WIB | |
| **Tempat** | **:** | **Novotel Jakarta Cikini (Ruang Batur 2 Lt. 16)** |
|  |  | Jl. Cikini Raya No.107, RT.10/RW.4, Cikini, Menteng, Jakarta |
|  |  |  |

**[Demi kelancaran pelaksanaan](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)*[Workshop](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)*[diminta kepada Saudara/i untuk memperhatikan hal-hal sebagai berikut:](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)**

1. [Pengaturan kedatangan dan pemulangan sebagai berikut:](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)
2. [Peserta dapat](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)***[check in](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)***[paling cepat pada tanggal](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)**[18 Juli 2022 pukul 14.00 WIB,](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)**[dan](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)*[check out](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)*[paling lambat](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)**[22 Juli 2022 pukul 12.00 WIB;](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)**
3. Peserta menyediakan dan membawa keperluan pribadi masing-masing.
4. Peserta hadir maksimal 30 menit sebelum jadwal kegiatan Workshop dimulai.
5. [Peserta melakukan absensi kehadiran melalui LMS Pegadaian menggunakan](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank) **[QR Code](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)** [yang disediakan oleh Sekretariat pada saat sesi](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank) *[in-class](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)*.
6. Selama mengikuti kegiatan peserta **wajib mentaati protokol kesehatan**sesuai dengan aturan yang berlaku.
7. [Untuk kelancaran pelaksanaan](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank) *[Workshop](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)*[, diminta kepada Saudara/i untuk memperhatikan hal-hal sebagai berikut:](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)
8. Peserta mengenakan [ID card Perusahaan dan berpakaian](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank) ***[smart casual](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)***[;](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)
9. [Peserta diwajibkan membawa](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank) **[Laptop/variannya](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)** [dan](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank) *[flashdisk/external harddisk.](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)*
10. [Apabila ada pertanyaan terkait teknis pelaksanaan workshop](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)[dapat menghubungi PIC kegiatan dan/atau](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)**[Sdri. Nirwana Gandhi](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)**[di nomor HP/WA 08159277729.](https://bit.ly/RPAPegadaian" \t "https://eoffice.pegadaian.co.id/nde/surat/92913/_blank)

Demikian disampaikan agar kesempatan ini Saudara/i manfaatkan dengan sebaik-baiknya.

**Pegadaian Corporate University**

**Kepala Divisi,**

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**Rofiq Afiv Aziz**

***Senior Vice President***

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| **Tembusan** 1. Yth. Kepala Divisi Pengembangan Aplikasi TI; 2. Yth. Kepala Divisi Manajemen Data TI;   1. Yth. Kepala Divisi Operasional dan Infrastruktur TI. |

Lampiran I

Surat Kadiv Pegadaian Corporate University

Nomor : ---/S-00029.01/2022

Tanggal : 14 Juli 2022

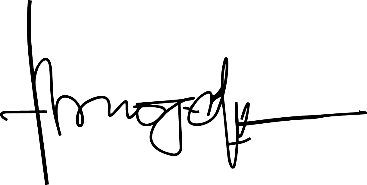
**DAFTAR PESERTA**

**WORKSHOP CUSTOMER RELATIONSHIP MANAGEMENT TAHUN 2022:**

**OVERALL CRM FOR IT TEAM**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **NAMA** | **NIK** | **UNIT KERJA** |
| 1 | HERI SUSIANTO | P79339 | Divisi PMO & CM |
| 2 | AIRLANGGA RAMADHAN | P83160 | Divisi Operasional dan Infrastruktur TI |
| 3 | NOVIA AGUSVINA | P93523 | Divisi Operasional dan Infrastruktur TI |
| 4 | ARIA YUDIANTO SIGIT SAPUTRO | P82263 | Divisi Operasional dan Infrastruktur TI |
| 5 | AHMAD AKBAR | P84092 | Divisi Operasional dan Infrastruktur TI |
| 6 | NATASHA SARAH ADELIA | P93706 | Divisi Pengembangan Aplikasi TI |
| 7 | SARI NUR SABARI | P83082 | Divisi Pengembangan Aplikasi TI |
| 8 | MOCHAMAD UNTUNG YULI H | P93700 | Divisi Pengembangan Aplikasi TI |
| 9 | FAHMI WAHYUDI | P93851 | Divisi Pengembangan Aplikasi TI |
| 10 | TUBAGUS DANNY PUTRANTO | P83708 | Divisi Pengembangan Aplikasi TI |
| 11 | ARISTIO RIZKI PRATAMA PUTRA | P93292 | Divisi Pengembangan Aplikasi TI |
| 12 | IRFAN WAHYUDIN | P93853 | Divisi Manajemen Data TI |
| 13 | WIKE ULFIANI ARESA | P93288 | Divisi Manajemen Data TI |
| 14 | INDRA FALLAH | P93695 | Divisi Manajemen Data TI |

**Pegadaian Corporate University**

 **Kepala Divisi,**

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**Rofiq Afiv Aziz**

***Senior Vice President***

**RUNDOWN**

Lampiran II

Surat Kadiv Pegadaian Corporate University

Nomor : ---/S-00029.01/2022

Tanggal : 14 Juli 2022

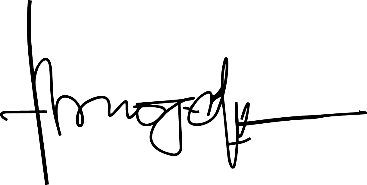
**WORKSHOP CUSTOMER RELATIONSHIP MANAGEMENT TAHUN 2022:**

**OVERALL CRM FOR IT TEAM**

|  |  |  |  |
| --- | --- | --- | --- |
| **HARI** | **WAKTU** | **KEGIATAN** | **KETERANGAN** |
| Ke - 1 | 08.00 - 08.05 | Pembukaan | Pegadaian |
| 08.05 - 08.15 | Sambutan Kepala Departemen Ak. Digital dan TI | Pegadaian |
| 08.15 - 08.30 | CRM Background | Feedloop |
| 08.30 - 09.00 | AIXP Introduction | Feedloop |
| 09.00 - 10.00 | Technologies Behind AIXP | Feedloop |
| 10.00 - 10.30 | Coffee Break | Pegadaian |
| 10.30 - 12.00 | Technologies Behind AIXP | Feedloop |
| 12.00 - 13.00 | Ishoma | Pegadaian |
| 13.00 - 14.00 | Technologies Behind AIXP | Feedloop |
| 14.00 - 14.30 | Q&A dan Quiz | Feedloop |
| 14.30 - 15.00 | AIXP Feature - Integrations | Feedloop |
| 15.00 - 15.30 | Coffee Break | Pegadaian |
| 15.30 - 15.45 | AIXP Feature - Integrations | Feedloop |
| 15.45 - 16.30 | AIXP Feature - Journey | Feedloop |
| 16.30 - 17.15 | AIXP Feature - Data & Assets | Feedloop |
| 17.15 - 18.00 | AIXP Feature - Setting & Access Management | Feedloop |
| 18.00 - 19.30 | Ishoma | Pegadaian |
| 19.30 - 19.45 | AIXP Feature - Overview Manage Audience | Feedloop |
| 19.45 - 20.00 | How to Delete Audience | Feedloop |
| 20.00 - 20.15 | How to Delete Segmentation | Feedloop |
| 20.15 - 20.30 | Flow for Approval Request & History | Feedloop |
| 20.30 - 20.45 | CSV Upload Feature | Feedloop |
| 20.45 - 21.00 | Q&A | Feedloop |
| Ke - 2 | 08.00 - 08.40 | Day 1 Preview & Hands On | Feedloop |
| 08.40 - 09.20 | Quiz dan Case Study | Feedloop |
| 09.20 - 09.30 | AIXP Feature - Overview Campaign Manager | Feedloop |
| 09.30 - 10.00 | How to Create Email Campaign, SMS Campaign, and Push Notification Campaign | Feedloop |
| 10.00 - 10.30 | Coffee Break | Pegadaian |
| 10.30 - 10.40 | How to Create WhatsApp Campaign | Feedloop |
| 10.40 - 11.10 | How to Edit & Delete | Feedloop |
| 11.10 - 12.00 | AIXP Feature - Lead Management | Feedloop |
| 12.00 - 13.00 | Ishoma | Pegadaian |
| 13.00 - 13.45 | Customer 360 for Sales, CS, Outlet | Feedloop |
| 13.45 - 14.45 | No Code Development Platform | Feedloop |
| 14.45 - 15.00 | QORE Overview | Feedloop |
| 15.00 - 15.30 | Coffee Break | Pegadaian |
| 15.30 - 16.30 | QORE Architecture, as Backend, and Base | Feedloop |
| 16.30 - 16.50 | Data Modification | Feedloop |
| 16.50 - 17.10 | Import & Export Data | Feedloop |
| 17.10 - 18.30 | Documentation: API Docs & ERD | Feedloop |
| 18.00 - 19.30 | Ishoma | Pegadaian |
| 19.30 - 20.00 | Q&A dan Quiz | Feedloop |
| 20.00 - 21.00 | Case Study | Feedloop |
| Ke - 3 | 08.00 - 08.20 | Day 2 Preview | Feedloop |
| 08.20 - 08.30 | Dashboard Overview | Accenture |
| 08.30 - 08.50 | Strategic Dashboard | Accenture |
| 08.50 - 09.00 | Hands On - Data Studio | Accenture |
| 09.00 - 09.40 | Sales Pipeline Dashboard & Marketing ROI Dashboard | Accenture |
| 09.40 - 10.00 | Hands On - Superset | Feedloop |
| 10.00 - 10.30 | Coffee Break | Pegadaian |
| 10.30 - 10.50 | Customer Segmentation Overview | Accenture |
| 10.50 - 11.10 | CLTV Overview | Accenture |
| 11.10 - 11.50 | NBA Overview & Mapping Recommendation | Accenture |
| 11.50 - 12.00 | Q&A | Accenture |
| 12.00 - 13.00 | Ishoma | Pegadaian |
| 13.00 - 13.20 | Quiz | Accenture |
| 13.20 - 14.10 | NBA Configuration Journey | Feedloop |
| 14.10 - 15.00 | How to Update Recommendation on NBA | Feedloop |
| 15.00 - 15.30 | Coffee Break | Pegadaian |
| 15.30 - 16.30 | Hands On | Feedloop |
| 16.30 - 17.00 | Q&A dan Quiz | Feedloop |
| 17.00 - 18.00 | Case Study | Feedloop |
| 18.00 - 19.30 | Ishoma | Pegadaian |
| 19.30 - 19.40 | Surrounding System Integration Introduction | Accenture |
| 19.40 - 20.20 | Integration Step By Step | Accenture |
| 20.20 - 20.55 | Q&A dan Case Study | Accenture |
| 20.30 - 21.00 |  | Accenture |
| Ke - 4 | 08.05 - 08.20 | Day 3 Preview | Accenture |
| 08.20 - 08.50 | CLTV & AIXP Platform Overview | Accenture |
| 08.50 - 10.00 | CLTV Calculation Pipeline | Accenture |
| 10.00 - 10.30 | Coffee Break | Pegadaian |
| 10.30 - 11.30 | Propensity Modeling | Accenture |
| 11.30 - 12.00 | Hands on | Accenture |
| 12.00 - 13.00 | Ishoma | Pegadaian |
| 13.00 - 14.40 | CLTV Calculation Details | Accenture |
| 14.40 - 15.00 | Q&A dan Quiz | Accenture |
| 15.00 - 15.30 | Coffee Break | Pegadaian |
| 15.30 - 16.15 | Case Study - Individual | Accenture |
| 16.15 - 17.30 | Case Study - Group | Accenture |

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