 Jakarta, 14 Juli 2022

Nomor : ----/00029.00/2021

Lampiran : 2 (dua) lembar

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

|  |  |  |
| --- | --- | --- |
| **Hal** | **:** | **Pemanggilan Peserta Workshop Customer Relationship Management Tahun 2022: Implementasi CRM & MVP Features** |

Dalam rangka meningkatkan knowledge Karyawan PT Pegadaian dalam mengimplementasikan sistem C*ustomer Relationship Management* (CRM), serta tindak lanjut dari Pengembangan Sistem CRM dengan mengulas detail use case yang telah dikembangkan serta potential improvement yang dapat dilakukan kedepannya. Oleh karena itu, akan dilaksanakan Workshop Customer Relationship Management Tahun 2022: Implementasi CRM & MVP Features. Saudara/i yang namanya tercantum dalam lampiran surat ini dipanggil untuk mengikuti kegiatan tersebut dengan rincian jadwal berikut:

|  |  |  |
| --- | --- | --- |
| **Hari/Tanggal** | **:** | Rabu sd. Kamis, 20 sd. 21 Juli 2022 |
| **Waktu** | **:** | |  | | --- | | 08.00 - 19.00 WIB | |
| **Tempat** | **:** | **Novotel Jakarta Cikini (Ruang Bromo 3 Lt. 5)** |
|  |  | 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)**[20 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***

|  |
| --- |
| **Tembusan** 1. Yth. Kepala Divisi Pemasaran;   1. Yth. Kepala Unit Usaha Syariah; 2. Yth. Kepala Divisi Penjualan ; 3. Yth. Kepala Divisi Jaringan dan Operasional; 4. Yth. Kepala Divisi Innovation Center ; 5. Yth. Kepala Divisi PMO & CM. |

Lampiran I

Surat Kadiv Pegadaian Corporate University

Nomor : ---/S-00029.01/2022

Tanggal : 14 Juli 2022

**DAFTAR PESERTA**

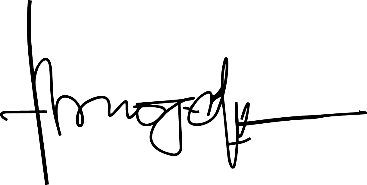
**WORKSHOP CUSTOMER RELATIONSHIP MANAGEMENT TAHUN 2022:**

**IMPLEMENTASI CRM & MVP FEATURES**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **NAMA** | **NIK** | **UNIT KERJA** |
| 1 | Kadek Eva Suputra | P82428 | Divisi Innovation Center |
| 2 | Agus Handayanto | P79745 | Divisi Innovation Center |
| 3 | Erik Desika Setiawan | P86498 | Divisi Innovation Center |
| 4 | Yubilariska Raventa Simangunsong | P93662 | Divisi Innovation Center |
| 5 | Puspitasari Aprilia Rehulina | P93872 | Divisi Innovation Center |
| 6 | Putri Armadiyanti | P93637 | Divisi Innovation Center |
| 7 | Andaru Utami | P93565 | Divisi Innovation Center |
| 8 | Cheppy Yovembra | Q09200 | Divisi Innovation Center |
| 9 | St Andi Wahyu Christian | P83787 | Divisi Pemasaran |
| 10 | Carla Audina Galeshita | P93476 | Divisi Pemasaran |
| 11 | Fajar Budi Kusumo | P93446 | Divisi Pemasaran |
| 12 | Fajar Bima Wismoyo | P93484 | Divisi Pemasaran |
| 13 | Siti Masyrifatul Maghfiroh | P83899 | Divisi Penjualan |
| 14 | Arinda Wati Sipahutar | P93312 | Divisi Penjualan |
| 15 | Ibang Gumilang A | P92137 | Divisi Penjualan |
| 16 | Crisda Wibawa Rusmayanti | P93581 | Divisi Penjualan |
| 17 | Sulastri Handayani | P93453 | Unit Usaha Syariah |
| 18 | Dwi Indrayana | P93368 | Unit Usaha Syariah |
| 19 | Rivaldi Ligia Priambodo | P82980 | Divisi Jaringan dan Operasional |
| 20 | Merina Wulandari | P93436 | Divisi Jaringan dan Operasional |
| 21 | Arief Darmawan | P93386 | Divisi Jaringan dan Operasional |
| 22 | Sufadli Yusuf | P93258 | Divisi Jaringan dan Operasional |
| 23 | Gadhang Pangenggar | P93491 | Divisi Jaringan dan Operasional |
| 24 | Revan Jaya Kusuma | P93643 | Divisi PMO & Manajemen Perubahan |
| 25 | Hendika Isanto Putra | P88099 | Divisi PMO & Manajemen Perubahan |
| 26 | Rizky Rizali Wardana | P92068 | Divisi PMO & Manajemen Perubahan |
| 27 | Boby | P91435 | Divisi PMO & Manajemen Perubahan |
| 28 | Oktavindya | P93527 | Divisi PMO & Manajemen Perubahan |
| 29 | Fitri Rusnaeni | P93294 | Divisi PMO & Manajemen Perubahan |

**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

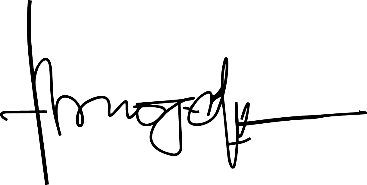
**WORKSHOP CUSTOMER RELATIONSHIP MANAGEMENT TAHUN 2022:**

**IMPLEMENTASI CRM & MVP FEATURES**

|  |  |  |  |
| --- | --- | --- | --- |
| **HARI** | **WAKTU** | **KEGIATAN** | **KETERANGAN** |
| Ke - 1 | 08.00 - 08.05 | Pembukaan | Pegadaian |
| 08.05 - 08.15 | Sambutan Kepala Departemen Manajemen Perubahan | Pegadaian |
| 08.15 - 08.30 | CRM Background | Accenture |
| 08.30 - 09.10 | Assessment Result Preview | Accenture |
| 09.10 - 09.40 | C360 Data Integration | Accenture |
| 09.40 - 10.20 | Coffee Break | Pegadaian |
| 10.30 - 11.00 | Lead Generation Engine | Accenture |
| 11.00 - 12.00 | Lead Management Platform | Accenture |
| 12.00 - 13.00 | Ishoma | Pegadaian |
| 13.00 - 13.30 | C360 for Sales Agent | Accenture |
| 13.30 - 14.00 | Appointment for Sales Agent | Accenture |
| 14.00 - 14.30 | C360 for Contact Center | Accenture |
| 14.30 - 15.00 | Appointment for Contact Center | Accenture |
| 15.00 - 15.30 | Coffee Break | Pegadaian |
| 15.30 - 16.00 | C360 for Outlet | Accenture |
| 16.00 - 16.40 | Manage Audience | Accenture |
| 16.40 - 18.00 | Hands On | Accenture |
| Ke -2 | 08.00 - 08.10 | Day 1 Preview | Accenture |
| 08.10 - 09.30 | Campaign Manager | Accenture |
| 09.30 - 10.00 | Sales Pipeline Dashboard | Accenture |
| 10.00 - 10.30 | Coffee Break | Pegadaian |
| 10.30 - 11.00 | Customer Macro - Micro Segmentation | Accenture |
| 11.00 - 11.30 | Customer Lifetime Value | Accenture |
| 11.30 - 12.00 | Next Best Action | Accenture |
| 12.00 - 13.00 | Ishoma | Pegadaian |
| 13.00 - 13.30 | Marketing ROI Dashboard | Accenture |
| 13.30 - 14.00 | Strategic ROI Dashboard | Accenture |
| 14.00 - 15.30 | Hands On | Accenture |

**Pegadaian Corporate University**

**Kepala Divisi,**



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**Rofiq Afiv Aziz**

***Senior Vice President***