



# JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

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**Customer Service Training and Quality Support**  
**2 Days Training**



## Digital Customer Service

# OVERVIEW



In today's fast-paced digital landscape, the way businesses interact with customers has evolved dramatically. As companies strive to meet the growing expectations of their clients, the need for adept digital customer service has never been more critical. This is where our Digital Customer Service Training Course in Indonesia comes into play, providing you with the essential skills and knowledge to excel in this vital area.

Our comprehensive training programme is designed to equip you with the tools and techniques needed to deliver exceptional customer service in the digital realm. From mastering live chat and social media interactions to understanding the nuances of email and online support, you'll gain practical insights that can be immediately applied in your role. Whether you are a seasoned professional or new to the field, this course offers something valuable for everyone.

Indonesia's dynamic and diverse market presents unique challenges and opportunities in the realm of customer service. Our course is tailored to address these specific needs, ensuring that you are well-prepared to navigate the complexities of digital customer interactions in this region. You will learn how to build strong, lasting relationships with customers, fostering loyalty and satisfaction through every digital touchpoint.

Moreover, our expert instructors bring a wealth of experience and industry knowledge to the training sessions, providing you with real-world examples and hands-on exercises. This engaging and interactive approach ensures that you not only understand the theoretical aspects of digital customer service but also develop the confidence to implement these strategies effectively in your workplace.



## Course Objectives

The primary objective of the Digital Customer Service Training Course is to provide participants with the skills and knowledge to deliver exceptional customer service through digital channels. By the end of this course, you will be well-equipped to handle various digital customer service scenarios effectively.

- Enhance communication skills across digital platforms
- Improve customer satisfaction and loyalty
- Increase efficiency in handling customer inquiries
- Master the use of digital tools for customer service
- Develop strategies for managing difficult customers online
- Gain insights into customer behaviour in digital environments
- Learn best practices for social media customer service
- Boost confidence in using digital channels for support
- Strengthen problem-solving skills in a digital context
- Enhance the ability to provide personalised customer experiences online
- Improve response times and service quality
- Foster a customer-centric culture within your organisation
- Course Content for Digital Customer Service Training Course in Indonesia



## BENEFITS

Unlock a range of valuable benefits that will transform your approach to digital customer service through our comprehensive training course.

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- Improve customer satisfaction and loyalty
- Increase efficiency in handling customer inquiries
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- Develop strategies for managing difficult customers online
- Gain insights into customer behaviour in digital environments
- Learn best practices for social media customer service
- Boost confidence in using digital channels for support
- Strengthen problem-solving skills in a digital context
- Improve response times and service quality



## WHO IS THIS PROGRAMME FOR?

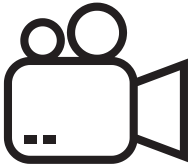
In the era of digital transformation, exceptional customer service has become a cornerstone of business success. Our Digital Customer Service Training Course designed to equip professionals with the essential skills needed to navigate the complexities of customer interactions in the digital age. This course offers a comprehensive understanding of the tools and techniques required to excel in delivering outstanding digital customer service.

Through a blend of theoretical knowledge and practical exercises, our training programme ensures that participants are well-prepared to handle a variety of digital customer service scenarios. From mastering the art of live chat and social media engagement to effectively managing email support, this course covers all aspects of digital customer interactions. The focus is on providing real-world applications that can be immediately implemented in your professional role.

Whether you are an experienced customer service professional or new to the field, our course offers valuable insights and strategies to enhance your skills. With expert instructors and a curriculum tailored to the unique challenges and opportunities, this training programme is your gateway to delivering unparalleled customer experiences.

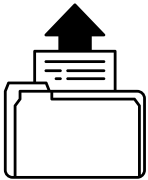
- Senior management of an organisation who should be aware of all important aspects related to planning and execution of successful public relations campaigns
- Members of public relations agencies responsible for launching campaigns for their client organisations
- Public relations practitioners or officers of an organisation responsible for its branding and reputation management
- Marketing professionals responsible for press releases and other announcements related to various campaigns
- Human resource professionals who play a role in branding and reputation management for an organisation and who could contribute to public relations campaigns
- Investors who need to be able to judge the prospect or success of a business based on the plans and strategies for its public relations campaigns
- Any other professional who would like to know how to successfully plan and execute public relations campaigns

# PROGRAMME HIGHLIGHTS



**+60**

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/  
Applications Pre-Recorded Video from JICSI with for self-  
paced learning.**



**10+  
Assignments/  
Applications**



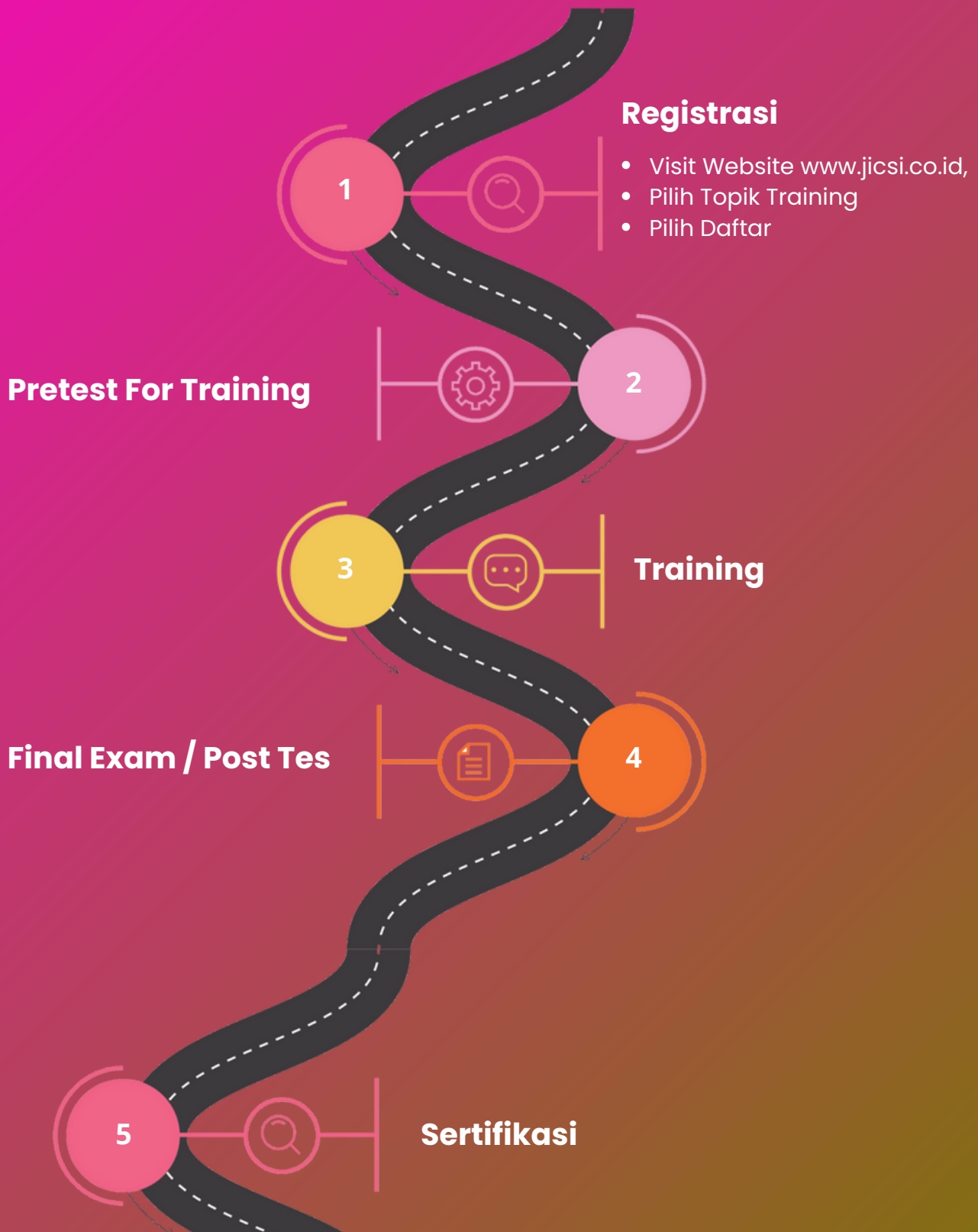
**5+  
Real-World  
Case Studies**



**2+  
Role Plays**



# LEARNING JOURNEY



# MODULES

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Module 1 : Introduction to Digital Customer Service

Module 2 : Digital Communication Skills

Module 3 : Tools and Technologies

Module 4 : Social Media Customer Service

Module 5 : Data and Analytics

Module 6 : Case Studies and Practical Applications

Module 7 : Future Trends in Digital Customer Service



# CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



# ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

## **Professional Training**

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

## **Recruitment Agency**

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

## **Survey Customer Satisfaction**

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

### **Core Value**



#### **Respect.**

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



#### **Honesty.**

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



#### **Trust.**

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



#### **Integrity.**

Kami melakukan apa yang kami katakan.



#### **Our Service.**

Customer Service Training  
Manpower & Recruitment Customer Service Agency  
Customer Satisfaction Survey

# TESTIMONI



## **PT Indosat Ooredoo**

Training Data Visualization

[Lihat Video >>](#)



## **PT Indosat Ooredoo**

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



## **PT Freeport Indonesia**

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



## **OY! Indonesia**

Training Contact Center Agent Professional

[Lihat Video >>](#)

# MESSAGE FROM FOUNDER

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**Rudy HP Manullang ,Ph.D**  
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.





## Jakarta International Customer Service Institute

### Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke  
email: **marketing@jicsi.co.id**

### LOKASI

#### Kantor 1

Jl Nusa Dua Blok A6 No.3 Perumahan  
Citragran Cibubur

#### Kantor 2

Jl Jatayu IV C Komplek Taman Harapan  
Indah Blok P No 11 Jelambar Baru Grogol  
Jakarta Barat

### HUBUNGI KAMI

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