



# JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Customer Service Training and Quality Support



## Strategic Human Resource Management Training Course

# OVERVIEW



What is Strategic Human Resource Management? Strategic Human Resource Management is an approach to managing human resources that supports long-term organizational goals and objectives with a strategic outlook. It can be also defined as the intertwining of the strategic objectives of an organization along with its Human Resources for the furtherance of business performance and efficiency.

Why Strategic Human Resource Management? Strategic HRM covers the entire gamut of HR activities which will help the organization achieve its goals and objectives. The approach focuses on the alignment of HR policies, processes & systems with longer-term organizational goals and outcomes. In Strategic HRM, HR's role is transformational, change leader & initiator. HR's initiatives are fast, proactive and integrated.

This Strategic Human Resource Management course will provide you with deep knowledge about various key aspects of Strategic HR Management so that you can design, develop & execute well-defined HR strategies which are in alignment with larger organizational strategies to give a competitive advantage to the HR and the organization. These added skills & competencies will enable the HR department in playing proactive & strategic partner role for helping the organization achieve its ultimate business goals and objectives.



## COURSE OBJECTIVES

**By the end of the Strategic Human Resource Management course, the participants of this course will be able to understand:**

- Strategic HR Management drivers
- The framework of Strategic Human Resource Management
- Benefits of Strategic Human Resource Management
- Critical Components of Strategic Human Resource Management
- Strategic Workforce Planning
- Strategic Talent Acquisition & Employer Branding
- Innovative Onboarding & Orientation Process
- Strategic Talent Management
- Strategic Talent Retention & Engagement Strategies
- Strategic Succession Planning
- Importance of HR Audits in Strategic HRM
- Importance of Analytics in Strategic HRM
- Measuring the Effectiveness of Strategic Human Resource Management

# TRAINING METHODOLOGY

This program will be experiential and interactive. The tools and training methodology used for learning will include presentations, individual and team activities, case studies, audio-video clips & knowledge reinforcement evaluation tests (MCQs/Quiz).





# ORGANISATIONAL BENEFITS

**The organization will reap the following benefits by taking this course for its employees:**

- A proactive approach to managing human capital for avoiding costly and disruptive surprises that interfere with achieving goals
- Ability to anticipate and respond faster to the dynamic business environment & customer needs to maintain a competitive advantage
- Ability to attract top talent for business-critical roles
- Ability to implement holistic Onboarding process for new joiners to increase their engagement level
- Focus on Performance Enhancement and not just implementation of Performance Management System
- Availability of a larger pool of talented resources across levels & departments who can take leadership positions as and when required
- Competent & Skill full Workforce which ensures business profits
- Keeping employees focused on organizational goals & ensure higher productivity for overall organizational success
- Culture of resilience, innovation & continuous learning and growth
- Increased level of overall employee satisfaction
- Increased rate of retention of business-critical talent
- Increased level of stakeholders delighted

# PERSONAL BENEFITS

**Participants who enroll in this Strategic Human Resource Management Training Program will benefit in the following ways:**

- Ability to develop a plan of strategic HR initiatives to achieve and promote the behaviours, culture and competencies needed to achieve organizational goals
- Equipped with required knowledge and skills to design, develop & execute well-defined HR strategies which are in alignment with larger organizational strategies
- Improved job satisfaction and sense of achievement
- Expertise to help organizations in becoming 'Employer of Choice'
- Learn innovative and effective ways of attracting top talent
- Learn ways and means for creating the organization's unique identity and 'Employer Value Proposition' in the job market
- Learn how to design 'Integrated onboarding' process for increasing new joiners engagement level & chances of long-term service
- Learn ways and means to design appropriate Performance Management System which will help in continuously raising performance bar of employees and the entire organization
- Learn a holistic approach towards Talent Development
- Learn Talent Retention & Engagement Strategies
- Learn how to use HR Analytics in the entire employee life cycle
- Learn how to create a pool of potential candidates who can take key business leadership positions in the company through the holistic Succession Planning process



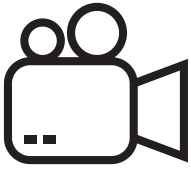


# WHO IS THIS PROGRAMME FOR?

**We recommends this course for:**

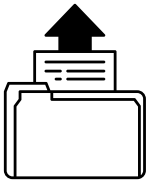
- HR Business Partners
- • HR Generalists
- • Human Resources Managers
- • HR Leaders
- • Talent Management Professionals
- • Organization Development(OD) Professionals
- • Learning and Development(L & D) Professionals
- • HR Consultants
- • CEO's
- • Line Managers
- • Organizational Leaders across industry
- • Management Students

# 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**



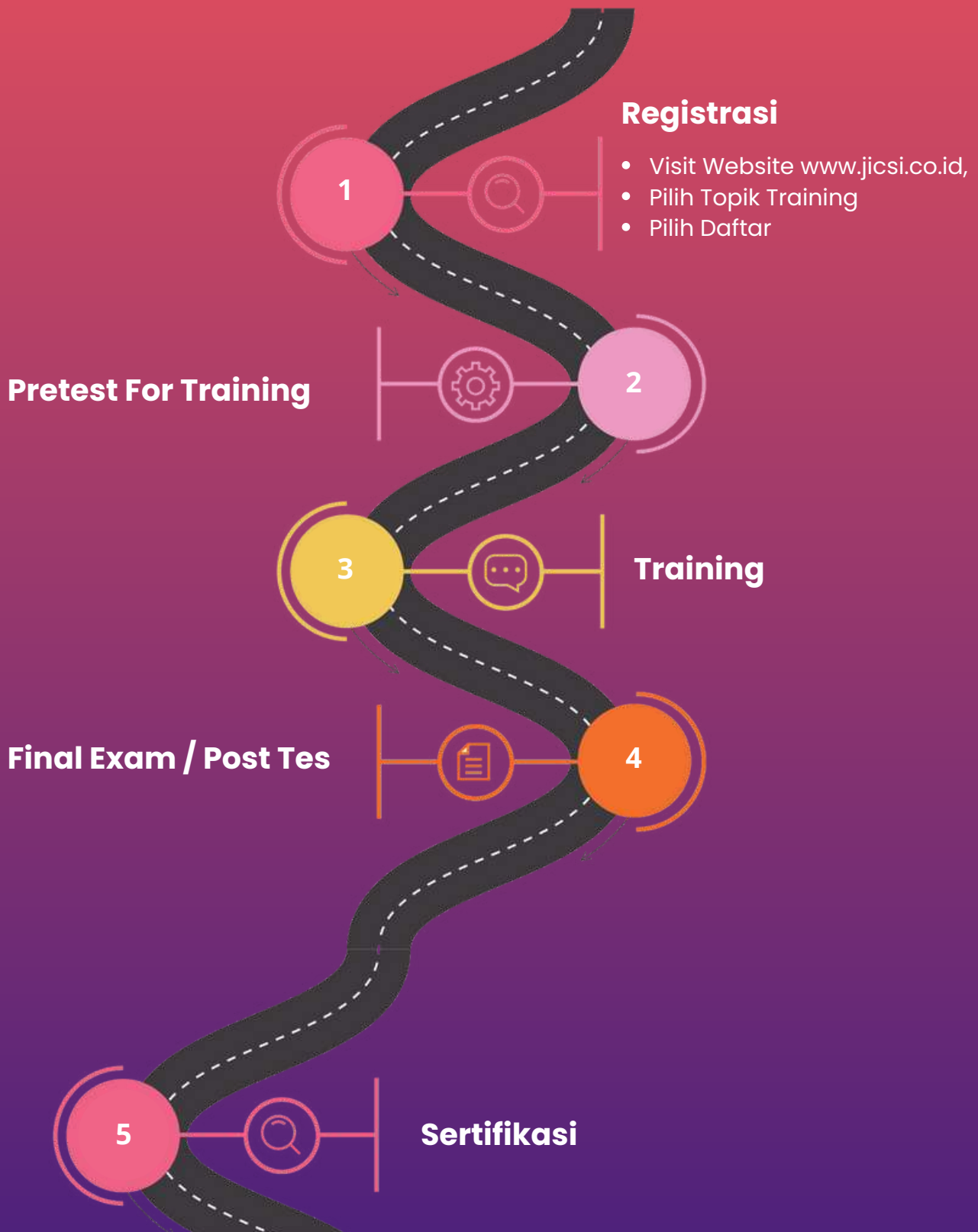
**5+  
Real-World  
Case Studies**



**2+  
Role Plays**



# LEARNING JOURNEY



# MODULES

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Module 1 : Strategic Human Resource Management-Basics and Framework

Module 2 : Key Steps in Planning Strategic HRM

Module 3 : Organizational Culture

Module 4 : Workforce Planning, Talent Acquisition and Employer Branding

Module 5 : Holistic Onboarding & Orientation Process

Module 6 : Talent Performance Management & Performance Enhancement System

Module 7 : Talent Development

Module 8 : Talent Retention Strategies

Module 9 : Importance of Reward & Recognition in Strategic HRM

Module 10: Succession Planning & Succession Management Process

Module 11: HR Analytics

Module 12: Measuring the Effectiveness of Strategic Human Resource Management



# 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. Adapaun 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.

## OUR CLIENT





**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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