

Pengukuran kinerja call center kring pajak 1500200 menggunakan indikator kinerja utama menurut north american quitline consortium = Measuring the performance of call center kring pajak 1500200 based on north american quitline consortium s key performance indicators

Sitinjak, Marina, author

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Abstrak

ABSTRAK

Penelitian ini membahas tentang kinerja operasional call center Kring Pajak 1500200 dalam penanganan panggilan pada tahun 2015. Tujuan penelitian ini adalah mengetahui kinerja operasional layanan call center Kring Pajak 1500200 berdasarkan praktik terbaik indikator kinerja utama call center yang terdiri dari ukuran layanan, ukuran kualitas, dan ukuran efisiensi. Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif. Dari hasil penelitian ini, beberapa saran yang diajukan penulis untuk peningkatan kinerja operasional call center Kring Pajak 1500200, yaitu manajemen perlu melakukan pengukuran kinerja dengan mengacu kepada indikator kinerja utama call center pada umumnya, menetapkan standar/target untuk setiap indikator kinerja, melakukan evaluasi jam operasional dengan mempertimbangkan tren jumlah panggilan masuk di luar jam operasional, serta meningkatkan kualitas proses penanganan panggilan dan mengefektifkan waktu penanganan rata-rata masing masing agen dengan pelatihan mengenai pengetahuan perpajakan, penguasaan aplikasi, dan keterampilan berkomunikasi.

ABSTRACT

This research discusses the operational performance of call center Kring Pajak 1500200 in handling incoming calls in the year 2015. This aims at figuring out the operational performance of the call center based on the applicable best practices and key performance indicators, which comprise service measures, quality measures, and efficiency measures. This research is a qualitative research approached with descriptive research. Based on this research, a number of recommendations have been proposed by the writer to improve the operating performance of call center Kring Pajak 1500200, where it is important for the management to measure its performance by referring to the generally applicable key performance indicators in call centers, to apply standards and set objectives for each performance indicator, to conduct evaluation on the operational hours by taking the trends of incoming calls beyond the operational hours, and to improve the quality in incoming calls handling process and the effectiveness of the average handling time of each agent by providing trainings on taxations, the use of applications, and communication skills.