

## Bab 10



### STRATEGI SUMBER DAYA MANUSIA DALAM PEMASARAN JASA

Bab 10

## Peran Penting Sumber Daya Manusia (SDM) dalam Perusahaan Jasa

- *Modifiers*
- *Influencers*
- *Isolateds*

## **Pengelolaan SDM Perusahaan Jasa**

- *Attitude Management*
- *Communication Management*

## **Membangun Customer Service**

### ***Desain Customer Service***

- *Identifying a service mission*
- *Setting customer service objectives*
- *Customer service strategy*
- *Implementation*

## **Proses Manajemen SDM dalam Operasi Jasa**

- *Recruit the Right Employees*
- *Train Employees Properly*
- *Educate the Customer*
- *Educate all Employees*
- *Be Efficient First, Nice Second*
- *Standardize Response System*
- *Be Proactive*
- *Evaluate Performance Regularly*

# **End**