

Peka

PT. Belajar Lebih Peka



We are a modular group of creatives that focuses our work in developing digital marketing & internal communication specialized for startups and big brands as well with data driven approach, measurable creative solution.



List of clients

Lead-Gen Case Study

Marketing Formulas

ATL Case Study

Services

Branding Case Study

Contact us

Social Media Case Study

Employer Branding Case
Study

Event Strategy Case Study

Web Revamp Case study

Content Hotlinks



Our Clients





SATURDAYS



BYOLIVING



PLAYSEND

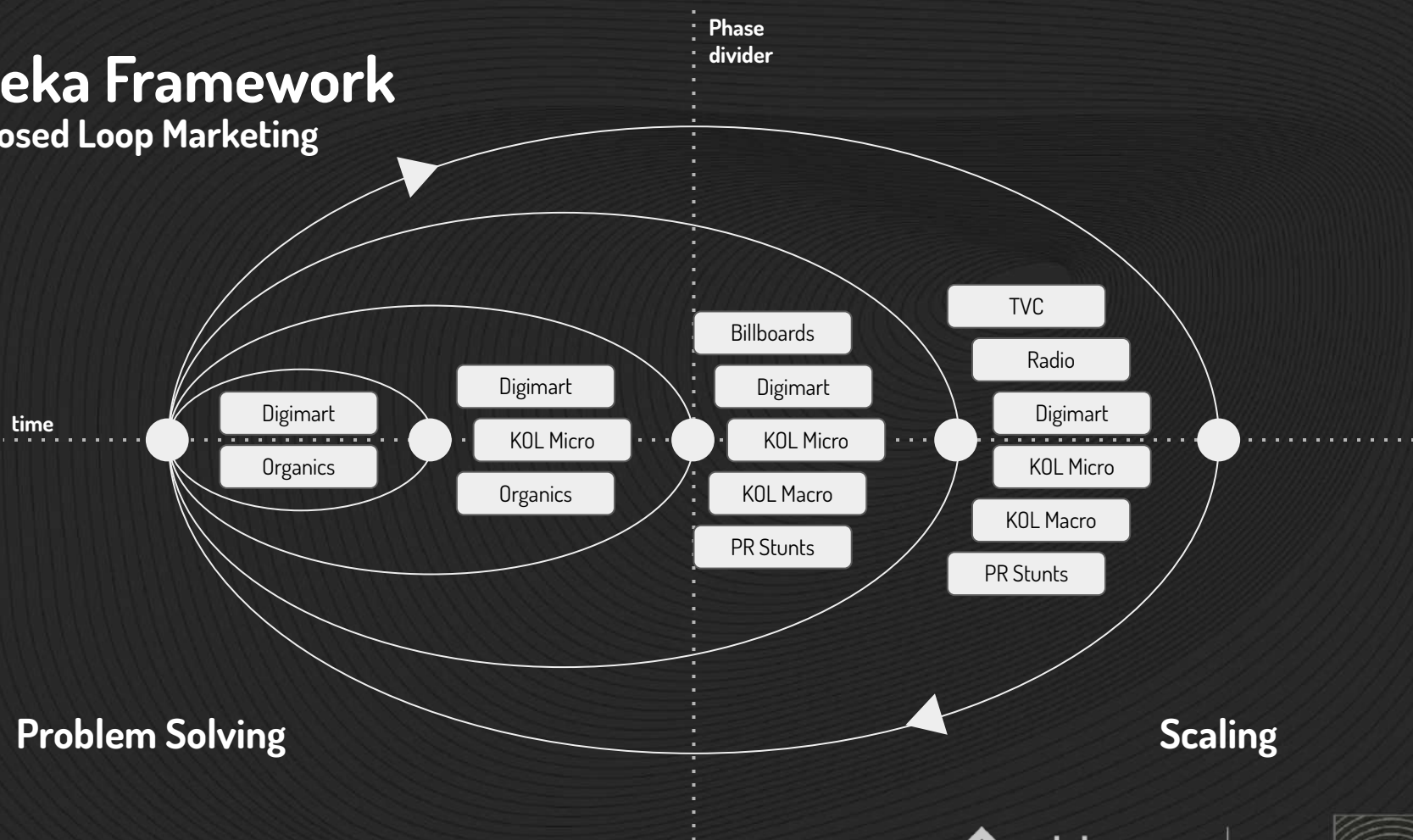


Our Formula



Peka Framework

Closed Loop Marketing



User Stages

Awareness

Leads Generation

Leads Conversion

Activities

TVC

Digital Ads

Telesales

Digital Ads

KOL

WA Blast

KOL

SEM

Direct E-mail

Soc-Med Management

Soc-Med Ads

SEO

Primary Metrics

Reach, Impression, Engagement, SERP

Clicks, Pageviews, User Registration, Pageview to registration CR.

Users Response Rate, Paid Users, Open Rate

Cost Metrics

CPM

Cost per LPV

CAC

CPC



Goal / OKR



Build Dashboard /
Trackers



Launch Activities
& Experiment



Iteration



Listening Phase

Here we take on the brief and identifying the challenges that our business partner have.

Research

Then we confirm the problem and match it with the target audience that we are about to communicate with, + adapting to the latest trend and hype to find the best approach and strategy for the business.

Creative Development

Combined with your data and our findings, we develop the creative approach and concept to answer the business challenge

Production Development

Then work together hand in hand with the production team to produce the most effective and efficient communication for the masses

Post-Airing Measurement

Finally we measure the impact/cost ratio for us and our business partner to learn and make even better communication in the next project.



Leads Generation Through Growth Marketing





Background

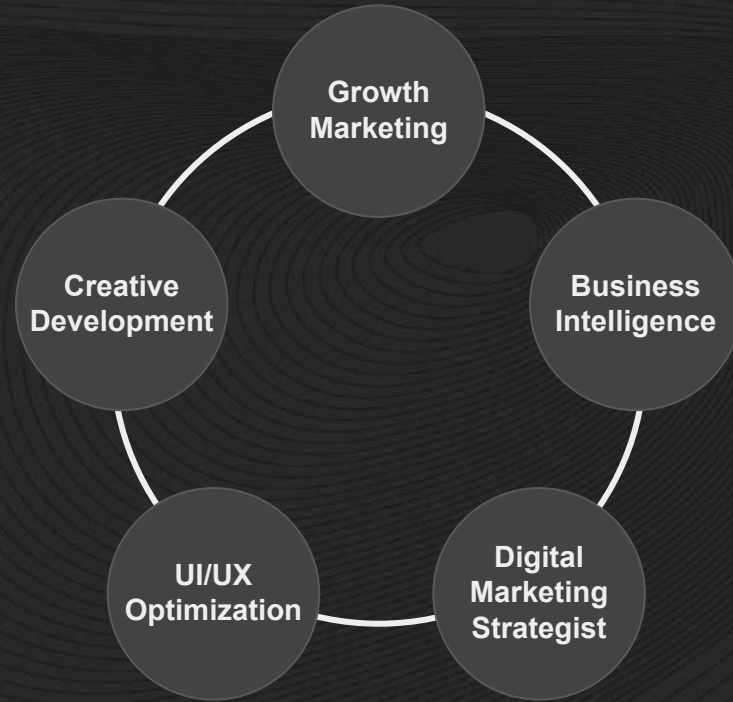
Saturdays is a fashion startup that wants to raise the performance of its online sales through digital marketing.

Therefore the solution should not only come through creative and brand advertising, but also a holistic growth marketing strategy.





SATURDAYS



SATURDAYS



UDAH LIHAT? COBA DULU!


Diskon 10% cuma buat kamu!
coba frames yang kamu sukai di rumah dengan
Home Try-On Gratis selama bulan Ramadan

Hada Bloomer

RAMADAN21

Instagram

saturdays.lifestyle Sponsored



MILIKI Perspektif baru

Install Now

saturdays.lifestyle Gunakan fitur Home Try On dan kamu bisa coba 10 frames plus tes mata GRATIS! Fra... more

Instagram

saturdays.lifestyle Sponsored



**COBAIN DI RUMAH!
+ PERIKSA MATA GRATIS!**

Install Now

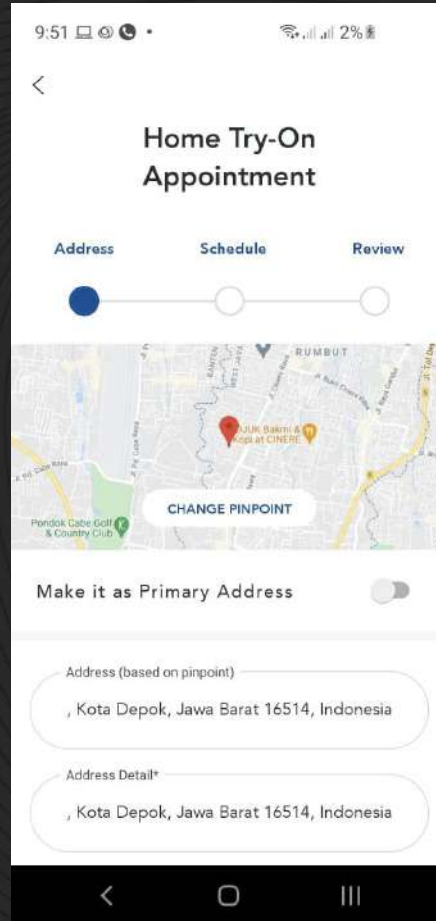
saturdays.lifestyle Cek mata di rumah sambil minum kopi GRATIS dengan Home Try On! Frame Mulai da... more

Impactful Simple Solutions

With the right retargeting approach, UI&UX revamp, MOFU campaign. We increase its digital sales and Home Try-On trial to 2x with lower CPO less than 3 months.

Impactful creatives also press CPI from 15k to 5k





Improving Home Try-On checkout flow in the app

- Reducing touch points needed for conversions
- Removed selection option
- Removed HTO cart

Impact:

- 7x increase in conversion rate from install to checkout
- 30% increase in monthly HTO requests





Background

Similar performance also goes to Cakap. A language learning platform that we optimize its CPI from 32k to 8k. Also we bring up to 20% purchase increase, especially on unpopular products.



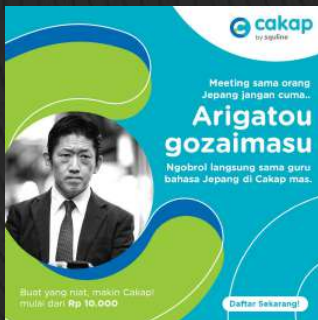


Solutions

The experiments in Cakap, proves that assets with less branding and focused more on what works in the audience performs better and drive the best result among all the tested creative. It even surpass the creative assets with popular persona.

With this approach we successfully:

- Reduce install costs by 60%
- 20% Increase weekly purchase, even in install campaign
- Reduce overall marketing budget by not always hiring popular personas.





LES BAHASA INGGRIS

Sedia "CAKAP" Bisa Buat

GURU PRIVATE LIVE
KELAS ONLINE
BESERTIFIKAT
BELAJAR VIA APP.

PEMULA
KAYANYA JAGO
LUMAYAN JAGO
INTERMEDIATE
ADVANCE
KETURUNAN BULE

Belajar bahasa Inggris niat mulai
Rp10.000

Daftar Cakap Sekarang

CAKAP

SPECIALIS LES BAHASA

MENGUASAI BERBAGAI
BAHASA DENGAN MUDAH

KEUNTUNGAN LES DI CAKAP :

- MENAMBAH SKILL BAHASA
- MENAMBAH PEDE
- FLUENT DI CV
- NONTON FILM TANPA SUBTITLE

Belajar bahasa Inggris niat
mulai dari Rp.10.000
Daftar Cakap Sekarang!

www.cakap.com

BACA MANGA GAK NUNGGU TRANSLATE

BELAJAR BAHASA
JEPANG NIAT MULAI
DARI RP10.000

BELAJAR SEKARANG

Tau Gak Bedanya?

대박! Daebak	아이구! Aigoo
짱! Jjang	진자 Jinja

Nikmati belajar Bahasa Korea
sekarang cuma Rp10.000

Daftar Sekarang!

MAKIN CAKAP SAAT PRESENTASI SAMA BOSS

做得好

Coba Belajar Bahasa Mandarin di Cakap
mulai dari Rp.250.000 Rp10.000

Daftar Sekarang!

Ikut Tes Topik Dulu, Beasiswa Korea kemudian

Nikmati belajar Bahasa Korea
sekarang cuma Rp10.000

Daftar Sekarang!

Meeting sama orang Jepang jangan cuma... Arigatou gozaimasu

Ngobrol langsung sama guru
bahasa Jepang di Cakap mas.

Buat yang niat, makin Cakap!
mulai dari **Rp 10.000**

Daftar Sekarang!

Guru bahasa kita mau kok dicurhatin.

Bonusnya grammar kamu
makin bagus dengan
private session di Cakap

Buat yang niat, makin Cakap!
mulai dari **Rp 10.000**

Daftar Sekarang!



Our Commercial Case Study





Brief

This product demands to be noticed to revive the brand awareness among youth, sadly this year was the year of Samyang, its direct competitor.

So how did we break the clutter?





Focus

Our focus was not to create a “viral” video, but to produce a *insightful* communication with the right dose of *popular culture*, *hype-riding*, and *efficient production cost* with measurable impact that boosts not only the *salience* but also the *sales* of the product.



Result



Solusi Penawar Pedesnya Hidup by Pop Mie Pedes Dower

8,541,795 views

1.1K 131 SHARE SAVE ...

8mio

Highest organic engagement

Reaction chain

Record Breaking Sales

Organic views with only 300k views boosted.

1k+ likes, active comment page with positive reaction.

People trying the product and sharing it via social media.

Sales generated so damn well it bottlenecks the pipelining.



and here are some of ads that we have made





Indomie Ramadhan



Nu Green Tea Web Series



Pop Mie Digital Video



Telkomsel Brand TVC



Warung Pintar Video



Dancow TVC



Milo TVC



Philips TVC



Branding Case Study



The logo for Sampingan, featuring the word "sampingan" in a bold, lowercase, sans-serif font. The letter "i" is stylized with a yellow dot above it and a yellow swoosh that extends to the right, ending under the "n".

sampingan

Background

Sampingan is facing difficulty in expanding its business as the workforce provider since its name is easily correlated with part timers, the objective is to explain and sums up the range of expertise from Sampingan in providing tech-enabled, end-to-end digital staffing and work platforms effectively on the first read. The transition to a more general work-related word better caters to Sampingan's business expansion and development.



Solution

After a 2 months of research, brand workshops, interview and data gathering, we come up with a name that best represents what Sampangan truly provides. Staffinc.

staffinc



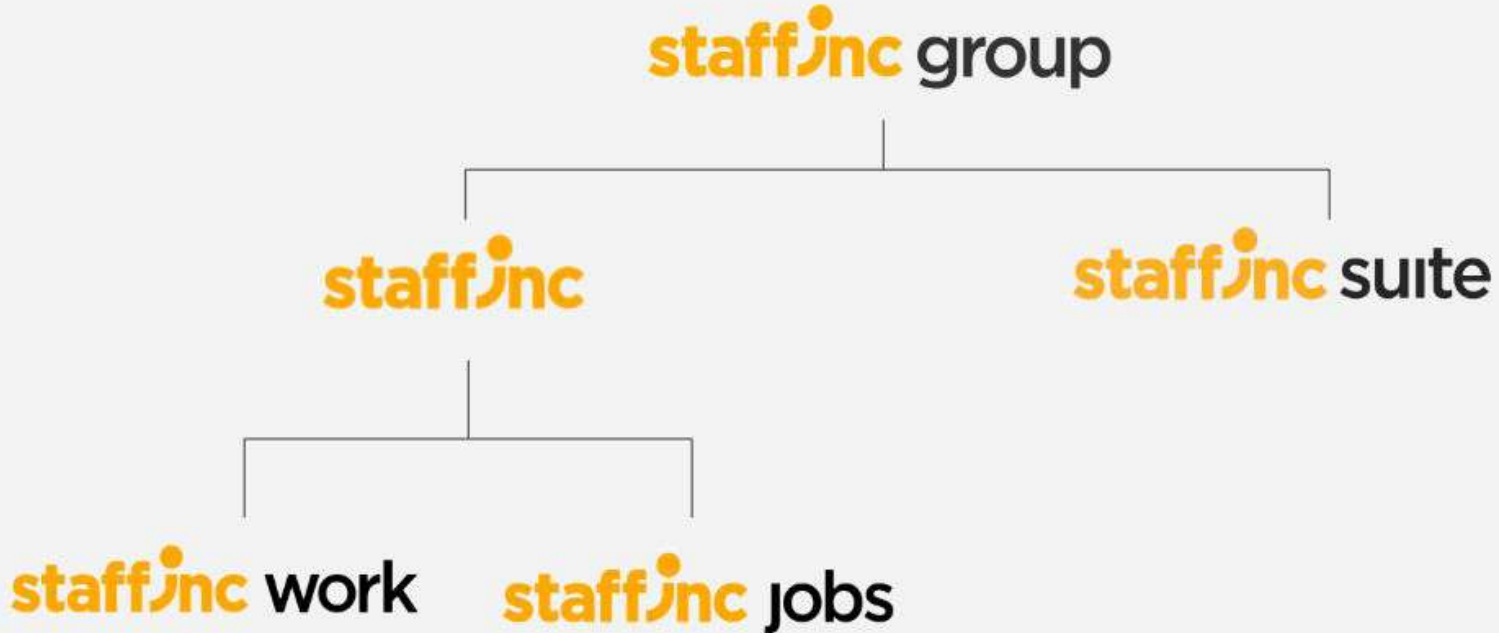
Solution

The branding approach As we try to find a new name that better represents the variety of our business offerings, we try to maintain a sense of familiarity with our former brand of Sampingan for a smoother transition. The approach is more evolutionary rather than completely changing the identity. So we are going for a more subtle approach instead of a drastic one by maintaining certain elements. We retain Sampingan's "I" icon in its logo, naming, and brand color.

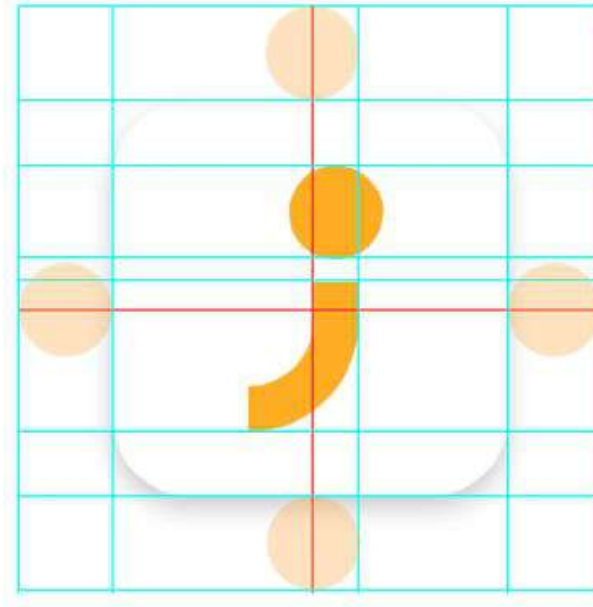
Thought Staffinc sounds more professional, it is expected to consolidate Sampingan growth and expansion while still carrying the agile and open spirit and culture of the former company.

The logo for Staffinc features the word "staff" in a bold, black, lowercase sans-serif font. The "i" in "staff" is replaced by a solid orange circle. To the right of "staff" is the word "inc" in a bold, orange, lowercase sans-serif font.

Organization Overview



2.3 Logogram



For logogram, use the letter “C” as the guideline for logo safety margin upon application on any materials.



2.13 Supergraphic & Elements

A few notes to keep our visuals nice and neat

- Always use geometric based line.
- Vary outline and plain forms
- Use our brand color palettes.



3.2 KV Insitu



staff,inc group

No more extra work to find & manage your workers

Get better results with Staff,inc
The comprehensive end-to-end digital staffing solutions

The advertisement features a central illustration of a person with glasses and a blue shirt, holding a laptop and celebrating with a raised fist. Surrounding the person are various digital icons: a calendar, a document with a speech bubble, a profile card with a red face, a five-star rating, and a pink starburst. The background is a light yellow circle.

The presentation consists of 40 slides, organized as follows:

- Slide 1:** Overall Branding Look.
- Slide 2:** Table of Contents.
- Slide 3:** Organization Overview.
- Slide 4:** Target Audience Profile (MBA).
- Slide 5:** Communication Tools.
- Slide 6:** 1 The Story.
- Slide 7:** 1.1 Introduction: What is Staffing Group.
- Slide 8:** 1.2 Brand Philosophy.
- Slide 9:** 1.3 Brand Personality.
- Slide 10:** 1.4 Brand Personality (PROFESSIONAL, INGENUOUS, TRUSTFUL).
- Slide 11:** 2 Branding.
- Slide 12:** 2.1 Shape Philosophy.
- Slide 13:** 2.1 Shape Philosophy (staff).
- Slide 14:** 2.1 Shape Philosophy (inc).
- Slide 15:** 2.1 Shape Philosophy (;).
- Slide 16:** 2.1 Shape Philosophy (group).
- Slide 17:** 2.2 Logoform.
- Slide 18:** 2.4 Logo Usage.
- Slide 19:** 2.4 Logo Usage (various sizes and colors).
- Slide 20:** 2.4 Logo Usage (various sizes and colors).
- Slide 21:** 2.5 Color Palette.
- Slide 22:** 2.5 Color Palette (Brand Color).
- Slide 23:** 2.5 Font Guide.
- Slide 24:** 2.6 Font Guide (Do and Don't).
- Slide 25:** 2.7 Branding Format.
- Slide 26:** 2.8 Visual Voice - Investor.
- Slide 27:** 2.8 Visual Voice - Public.
- Slide 28:** 2.9 Tone of Voice Examples (Investor vs Public).
- Slide 29:** 2.10 Brandmark Change.
- Slide 30:** 2.11 Business Card.
- Slide 31:** 2.11 Business Card (Do and Don't).
- Slide 32:** 2.11 Business Card (Do and Don't).
- Slide 33:** 2.12 Signage.
- Slide 34:** 2.12 Signage (billboard).
- Slide 35:** 2.12 Signage (billboard).
- Slide 36:** 2.12 Signage (billboard).
- Slide 37:** 2.12 Signage (billboard).
- Slide 38:** 2.12 Signage (billboard).
- Slide 39:** 2.12 Signage (billboard).
- Slide 40:** 3 Application.



Organics Channel Case Study





frisianflag.careers

Message



184 posts

36.9k followers

4 following

Frisian Flag Indonesia Careers

Together, we are learning Grow Strong and Give More

frisianflagcareers.contactin.bio

Followed by marsadhiya, agustinus.damar, fnh farida +5 more



IG TV



OAT



Career



Bio

POSTS

GUIDES

VIDEOS

TAGGED



+24.000
+300%
+120%

Organic active followers
CV Application
Qualified applicants





We revamp the design language on all digital platform to rejuvenate the brand image.

Some of the content are also made with motion graphics, as video is a more powerful format to gain engagement.



Walaupun kita diem aja, sebenarnya kita
gak pernah bener-bener diam karena
kita berada di atas bumi yang berputar

1609.34 Km/jam



frisianflag.careers • Follow



frisianflag.careers Kalo ini udah tahun ke-sekian mu di departemen yang sama atau di posisi yang menurutmu ini-ini aja sehingga kamu merasa stuck, mungkin kamu salah, karena kamu sedang berada dalam inersia.

Atau malah, kamu sering jadi tempat curhat temen-temen yang merasa dirinya stuck, padahal menurutmu enggak? Coba langsung share post ini sebagai dukungan kamu agar dia bisa #GrowStrongGiveMore.

Jangan lupa cek juga artikel lengkapnya di Linked in dengan klik link di bio ya!

5d



Liked by karenzi14 and 262 others

5 DAYS AGO

Add a comment...

Post

We made it by providing honest insightful infomercial, that is sharable, saveable and actually making impact on both internally & externally.





PT Frisian Flag Indonesia

609,817 followers

6d · 🌐

Bukan lomba lari, perjalanan karir sebenarnya lebih mirip proses naik gunung. Dalam lomba lari, kita memulainya sejajar di garis start yang sama. Tujuannya adalah untuk mencapai garis finish lebih dulu dari yang lain. Semaki ...see more

[See translation](#)

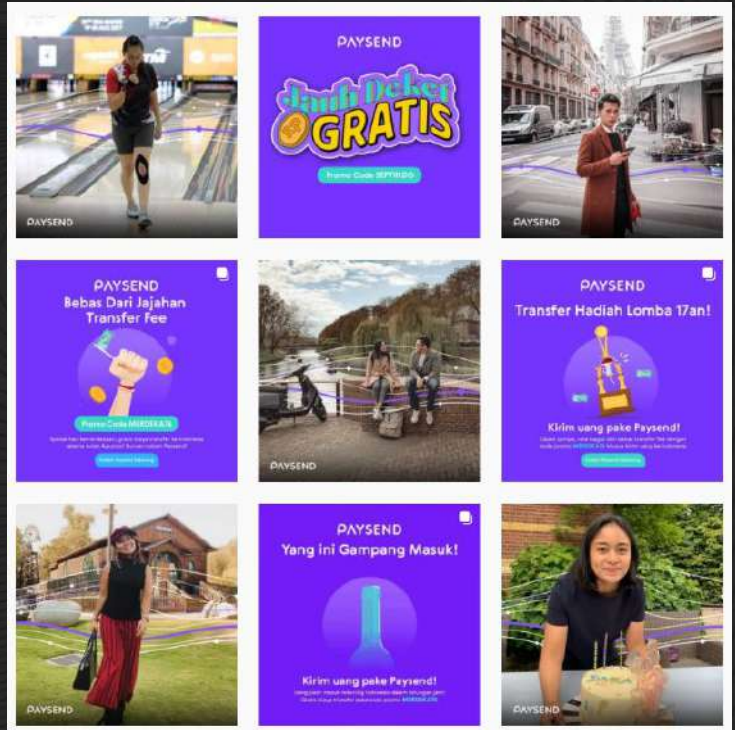


👍 🗨️ 284 · 10 comments

On top of that we also elevate the employer's branding through insightful content and events that we held.



PAYSEND





AstraPay

aku

Aku Tiap Habis Gajian

Ekspektasi
Foya-foya

Realita
Bayar Tagihan

Sudah verifikasi email kamu belum?

Beli mobil baru? Perhatikan fitur keselamatan!

Kenapa bumi itu bulat?

Telah hadir Alat bayar paling anyar

Halo Halo!
Ada pengumuman nih
Denger kak!

Bayar angsuran
QRIS
Paylater
AstraPoints

#awali ceritamu disini





"Menurut gua,
selagi muda nih,
selagi legal, selama
halal, hajar aja!"

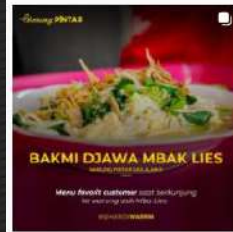
Aidil Azka
Acquisition Manager
Warung Pintar

**OBROLAN
WARUNG**

Sebuah Podcast oleh
Warung PINTAR

Eps. 07
Salah Jurusan?

Dengerin di



Not only the bread and butter content, we also made a series of special instagram video for them





Modal ngewarung doang,
bisa umroh! Hebat!



warungpintar.co • Following



merak.jaya mau tanya ni gimana cara jadi mitra warung pintar



31w Reply

— View replies (1)



ekahafi282 @riyowl kerja di rumah aja..



30w 1 like Reply



ahmad.meirza.31 Gmn cara daftar warung pintar nya



23w Reply



dee.dyahdkw Bogor kapan hadir ?



16w Reply



Liked by yogamohamad and others

JULY 27, 2019

Add a comment...

Post

Company Culture Case Study





Problem

Warung Pintar is a tech start-up that optimizes “warung” by upgrading its facility, goods distribution and entire technological ecosystem. But most of their office employee haven’t realize how much impact that they made to the society. Especially the warung owner.





Insight

We found that the employees that are directly know the warung owners work more motivatedly. Because they can directly see the impact that they have made.





Solution

So in 17 August 2019 we revamp the whole company culture started with a campaign that link the employee to the warung owners.



A black and white photograph of two hands shaking, symbolizing agreement or partnership. The hands are positioned in the center of the frame, with the fingers interlocked. The background is a plain, light gray.

Teman 17an

(Satu Tuju-an)

#BERANITUMBUHBARENG



Teman 17an



**Ajang pencarian teman berjuang
untuk bekerja bersama
melewati serangkaian perlombaan Tujuh Belasan
untuk mencapai Satu Tujuan.**

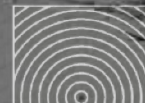




Continuation

The event and campaign is just a start, we even rewrite how new employees are hired.

Every new employee is paired with their “Future Partners” the warung owners themselves. So that they can have Teman Satu Tujuan forever, and realize their impact in the office to the warung owners



Revamping Hiring System

Started as an annual event, our clients decide to apply the idea to revamp the hiring system. Now every Anak Warung is paired with a warung owner to track their own impact in real world.

We even design the orientation guideline for Warung Pintar.



BUKU PINTAR Warung PINTAR®

Sedia

Menu Utama:

Kenalan Warung Pintar
Budaya Kerja WarPin
Kenalan AnWar
Produk-produk Warung Pintar

Camilan:

Soal Ujian Warung Pintar
Kutipan Inspiratif
Kamus AnWar



02 _ Budaya Kerja

“Kerja pakai hati dan decide pakai kepala. Kita bisa maksimalkan kerja otak tanpa harus melupakan empati”

Bukan Didi Kempot



03 _ Sosok-an AnWar

An.War
Si Putih Anak Warung Pintar untuk semua yang bekerja di Warung Pintar.

Sebelumnya menggunakan istilah Warung Pintar juga, tapi jadi AnWar yang sesungguhnya.

Tak Kenal Maka Tak Sayang... JILID ANWAR

Setelah kenal dan sayang tempat kamu bekerja... saatnya mengenal dan menyayangi rekan-rekan kerja kamu. Namun, hati-hati dalam menyayangi rekan kerja...



03 _ Sosok-an AnWar

AnWar Gen 1 alias para founder

<p>MOHON SEMANGAT DAN KERJA KERASNYA</p> <p>Dari warung oleh warung dan untuk warung</p> <p>1 Agung Bezharie Hadinegoro</p>	<p>MOHON DOA RESTU dan dukungannya untuk Warung Pintar...</p> <p>Mari berkarya bersama Harya!</p> <p>2 Harya Putra</p>	<p>MOHON DOA DAN RESTUNYA</p> <p>Siapa menjadi sudi dan semangat untuk para Juragan Warung Pintar?</p> <p>3 Sofian Hadiwijaya</p>	<p>MOHON DUKUNGAN DAN KERJA-SAMANYA</p> <p>Bersih dan mampukah... Itulah Warung Pintar.</p> <p>4 Christian Winata</p>
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Results

Employee Awareness

With the company purposes penetrates 93% to its 900+ employee

Company Events

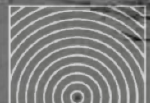
Are posted on social media organically by the employee

Employee Engagement

Rose 63% with the company culture events, company strategy and emotional bonds are formed

Employee Turnover

Is decreased drastically in 2019-2020





warungpintar.co • Following



Nah ini kita kasih kilas balik sedikit ke bulan Agustus kemaren. Masih pada inget gak gimana serunya lomba bareng temen yang punya satu tujuan sama kalian? Simak deh videonya! 😊

24w



maskur337 Kpn warpin ke Surabaya?



24w Reply



Liked by fadeliadeby and others

SEPTEMBER 5, 2019

Add a comment...

Post



Event Strategy Case Study



Expansi ke Banyuwangi!



Problem

How can we help acquisition team to curate Warung Owner Leads quality and reduce Warung Owner Turnover

Solution

We revamp the event concept to be a big gamification of leads curation.



FESTIVAL JURAGAN PINTAR BANYUWANGI

Sign board Games



Warung
PINTAR



Properties of PT Belajar Lebih Peka
All contents are highly confidential, sharing without consent is prohibited and might breach the NDA contract

Peka

FESTIVAL JURAGAN PINTAR BANYUWANGI

Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Sebelum Warung Pintar, pencari rezeki dalam rumah hanya saya saja, tapi sekarang istri saya juga membantu dengan mengemas warung dan kini bisa beristirahat lebih santai."

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Dengan Warung Pintar, pencari rezeki untuk Warung Pintar Al-Habiburrahman 1, saya mampu memiliki usaha sendiri dan mampu membantu istri dengan pemeliharaan lokasi orang tua."

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Dengan Warung Pintar akhirnya saya bisa membayar sekolah anak dan memperbaiki keuangan keluarga."

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Dengan Warung Pintar akhirnya saya bisa membayar sekolah anak dan memperbaiki keuangan keluarga."

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Memberikan pelayanan kepada pelanggan tidak hanya sekedar jual, akan tetapi itu restoran mewah yang penting Hospitality with quality."

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Dengan Warung Pintar, tidak ada sistem monoton, lebih tenang, pendapatan lebih mudah datang, dan lebih bermanfaat dengan saudara Juragan maupun pelanggan."

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Berangkat dari nol, bersama Warung Pintar sekarang saya bisa membantu keluarga, membantu sesama, dan melaksanakan kewajiban anak yatim."

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Berangkat dari nol, bersama Warung Pintar sekarang saya bisa membantu keluarga, membantu sesama, dan melaksanakan kewajiban anak yatim."

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Setelah bergabung menjadi Juragan Warung Pintar saya jadi bisa menjalankan usaha dengan modal minim dan mendapatkan pelatihan yang sangat berguna."

Aldi Andrian

Warung PINTAR



Festival Juragan Pintar 2019
#CeritaJuraganPintar

"Saya sudah punya mobil sendiri berkat Warung Pintar, mimpi berikutnya punya rumah sendiri."

Junaidi

Warung PINTAR






Web Revamp and Optimization



sampingan

Workforce, managed services,
management software,
all in one place.

850.000 pre-vetted blue collar workers | 150+ companies | 600+ projects | sampingan.co.id



Business objective

Sampingan is a one stop business solution that offers workforce, managed services, and SAAS offerings. Sampingan sources and screens their workers for their clients through the app.

Demand side : B2B, client acquisitions

Supply side : B2C, agents download the app

As Sampingan has already achieved 1 million downloads organically for the app, The objective is to increase the demand side, by increasing client acquisitions, as defined by :

- **Increase in monthly marketing qualified leads by 4x.**

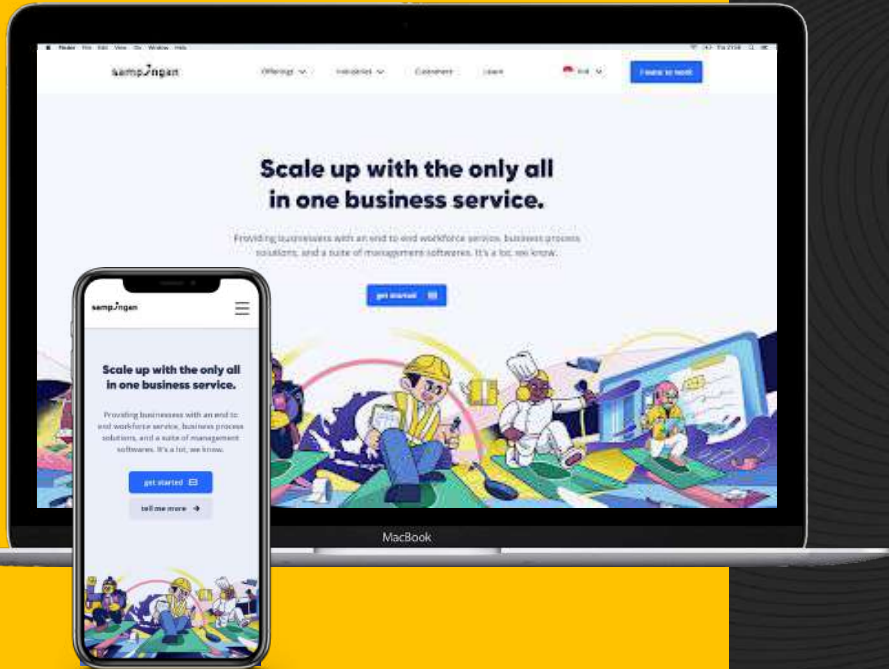


Strategy

- **Website 2.0.**
 - Highlight Sampingan's moat
 - Offer use cases and industry applications
 - Breakdown services for the worker funnel
- **Content marketing and whitepaper**
 - Provide whitepapers on digital ads based on Ideal customer profiles of business verticals.
- **Nurture campaigns for existing leads**
 - Send 2x E-mail campaigns per business vertical (6 e-mails total), per week



Website 2.0



Changes made

- Made clear distinction of product and service offerings through new UX structure accessible from the main navbar.
- industry applications and study cases available from the main navbar, recommending the best service for that industry.
- Made Sampangan's moat as an end to end outsourcing provider more prominent through breaking down the worker funnel (sourcing > screening > onboarding > working > retaining)
- Custom art direction for brand distinction, implemented across all channels

Results

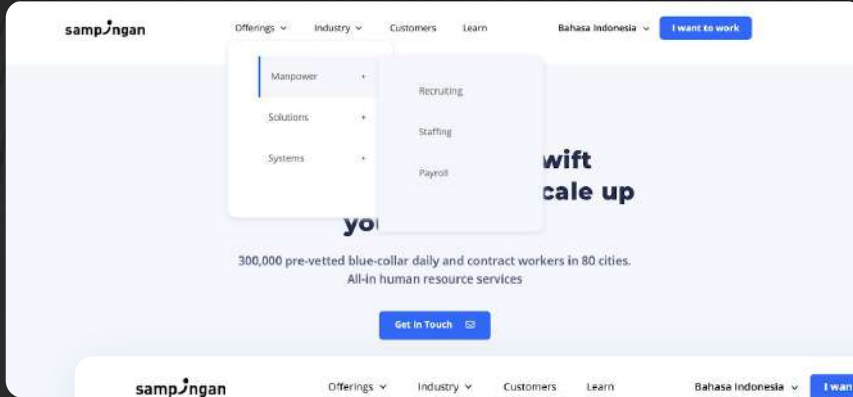
- Increase in monthly organic marketing qualified leads by 5x
- Increase in downloads of content, business decks, and learning materials (which then will lead to a higher leads score)

Launched on January 12th 2021, apart of their series A funding announcement.

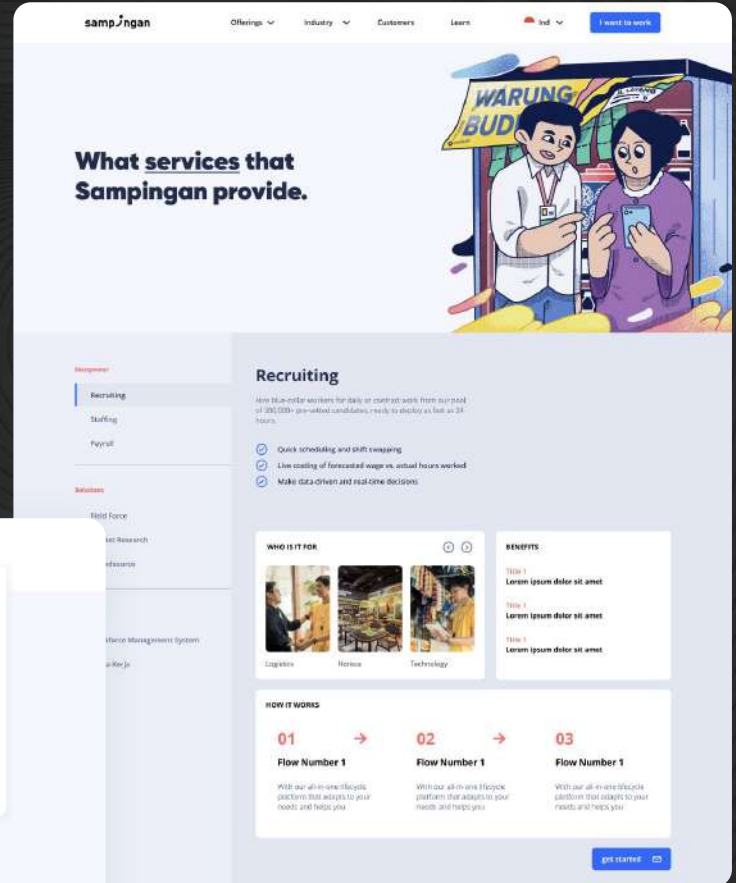
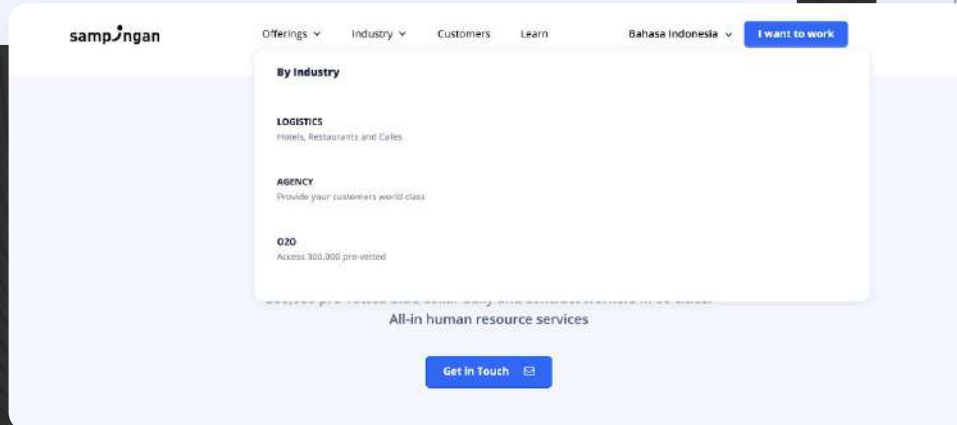


Website features

Offering dropdown



Industries dropdown



Use Cases Page

Leads gen through content marketing

Business Insights

5 Faktor yang Perlu Dipertimbangkan dalam Memilih Software Workforce Management

Yosifebi Ramadhani
04 Jan 2021 • 2 min read



5 Faktor yang Perlu Dipertimbangkan dalam Memilih Software Workforce Management

Software Workforce Management merupakan solusi yang dapat digunakan untuk bisnis Anda guna mempermudah mengelola tenaga kerja. Namun dalam memilih software workforce management, ada beberapa faktor yang perlu dipertimbangkan agar penggunaannya dapat mengoptimalkan operasi bisnis Anda.

Apa itu Software Workforce Management?

Software Workforce Management adalah perangkat lunak yang digunakan perusahaan untuk memonitor dan meningkatkan efisiensi dan produktivitas karyawan secara keseluruhan. Manajemen menggunakan software workforce management untuk mengatur dan mengawasi operasi harian karyawan, jam keluar-masuk karyawan, gaji, dan berbagai kebutuhan tenaga kerja lainnya.

Saat ini, ada banyak pilihan software workforce management yang tersedia. Namun, belum tentu semua pilihan yang ditawarkan cocok dengan kebutuhan tenaga kerja perusahaan Anda. Penting untuk memastikan bahwa software workforce management yang akan Anda pilih dapat menjawab permasalahan yang bersangkutan dengan pengelolaan tenaga kerja, dan tidak hanya memboroskan budget Anda.

Berikut adalah beberapa faktor yang perlu Anda pertimbangkan dalam memilih Software Workforce Management.

1. Kebutuhan pengelolaan tenaga kerja perusahaan

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Company * Company Size *

Division * Position *

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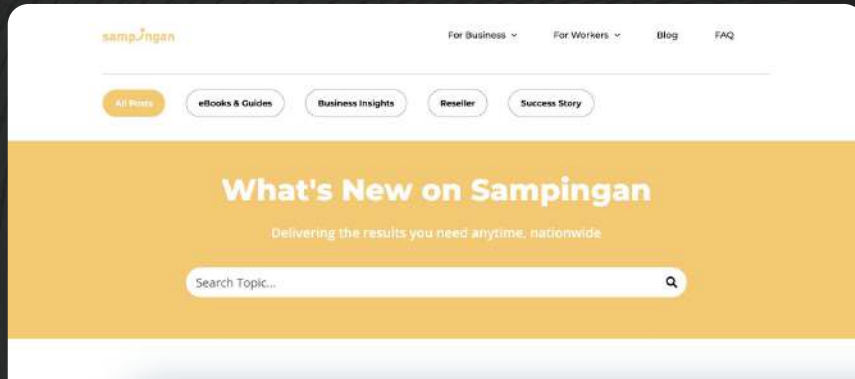
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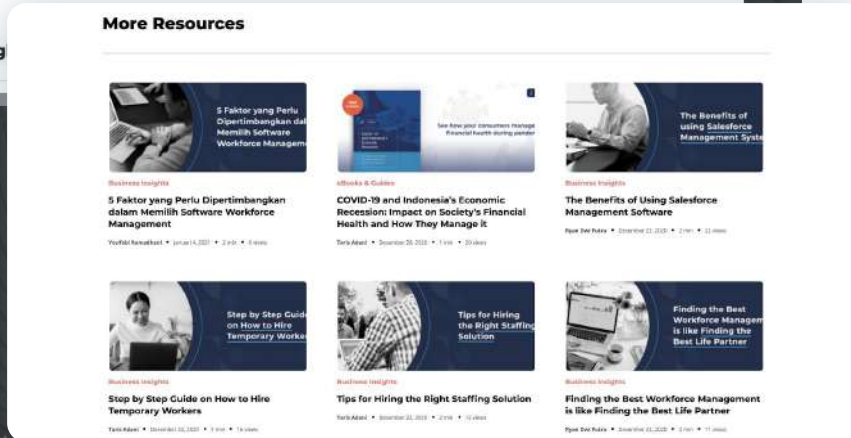
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1. Kebutuhan pengelolaan tenaga kerja perusahaan




Our Services

Disclaimer

Our North Star is efficiency. We will only offer you what is necessary for your current stage of business, problem, and budget. We won't push you to do anything unnecessary / expensive.



We provide end-to-end services to build the marketing and employer branding assets.



Research, Strategy & Ideation

As creative as we are, we will also provide insightful ideas empowered by sufficient data and analytical research.



Creative Production

This covers up all the graphical design materials, music / jingle, AR, stickers, 3Ds across all platforms.



Website & UI/UX Development

Website as the landing page on our communication is the first face that most people will arrive on. So we have developed a team that is experienced in creating intuitive design for web & microsite.



Analytics

Post-air analytics is important to provide learnings that are powerful to perpetually improve the quality of our communications. Analytics also allows you to see our performance and make sure that your budget is optimized for you.

We provide end-to-end services to build the marketing and employer branding assets.

A dark, artistic photograph of video production equipment, including a camera and a monitor, with a blurred background.

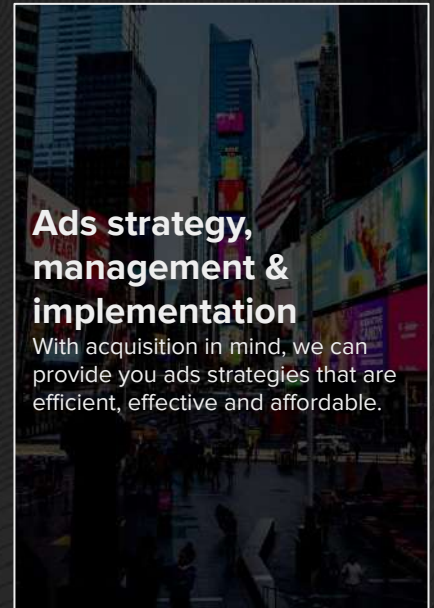
Video Production
We have produced countless video productions both small and large scale from our marketing divisions. Surely we will bring that quality with optimal budgets for your needs.

A dark, artistic photograph of photography equipment, including a camera lens and a camera body, with a blurred background.

Photography
We have a team of professional photographers for your needs on any production level.

A dark background with a glowing red outline of a speech bubble and a glowing blue speech bubble, symbolizing communication.

Social Media Management
Our SocMed managers and admins are expert in communicating both for external and internal audiences for best engagement & growth.

A photograph of a busy city street scene with tall buildings and billboards, representing advertising and marketing.

Ads strategy, management & implementation
With acquisition in mind, we can provide you ads strategies that are efficient, effective and affordable.



Mari bertumbuh dan belajar lebih Peka

PT. Belajar Lebih Peka

Contact :

karuza@peka.id

+62 82288882107

naboo@peka.id

+62 85882205127



Peka

