



KABAYAN
CONSULTING
DIGITAL GOVERNMENT EXPERT

Omnichannel



Omnichannel
Imigrasi Tangerang

Omnichannel

- Omnichannel adalah strategi pelayanan yang mengintegrasikan berbagai saluran komunikasi seperti WhatsApp, email, media sosial, dan telepon ke dalam satu sistem terpusat.
- Tujuannya adalah memberikan pengalaman pengguna yang konsisten, efisien, dan responsif.

Omnichannel

Omnichannel diperlukan untuk meningkatkan efektivitas dan kualitas pelayanan, khususnya dalam konteks layanan publik maupun bisnis, dengan alasan-alasan berikut:

- Pelayanan Terpadu: Semua channel komunikasi dalam satu platform
- Respon Cepat & Terkoordinasi
- Pantauan & Pelaporan Lebih Mudah
- Meningkatkan Kepuasan Masyarakat/Pelanggan
- Efisiensi SDM & Operasional
- Integrasi dengan Sistem Lain (CRM, Tiket, Dashboard)
- Pemantauan Kinerja Tim Layanan

Fitur Utama



Dashboard	Channel	Ticket	Contact	Setting
<ul style="list-style-type: none">• Menampilkan Informasi penting terkait operasional, jumlah tiket dan indicator capaian performace	<ul style="list-style-type: none">• Menu untuk Whatsapp Channel• Menu untuk Instagram Channer	<ul style="list-style-type: none">• Menu yang digunakan untuk manajemen tiket	<ul style="list-style-type: none">• Digunakan untuk manajemen contact	<ul style="list-style-type: none">• Digunakan untuk setting aplikasi termasuk user manajemen, kategori dan form tiket untuk manajemen tiket, chatbot dan sebagainya

Tampilan Dashboard



Dashboard

08/25/2025 - 09/23/2025

Channel

You have **5** Communication Request to Answer

- Whatsapp: **4**
- Instagram: **1**

Layanan Omnichannel & Chatbot Imigrasi Tangerang

Total Ticket: **0**

Total Open: **0**

Total Closed: **0**

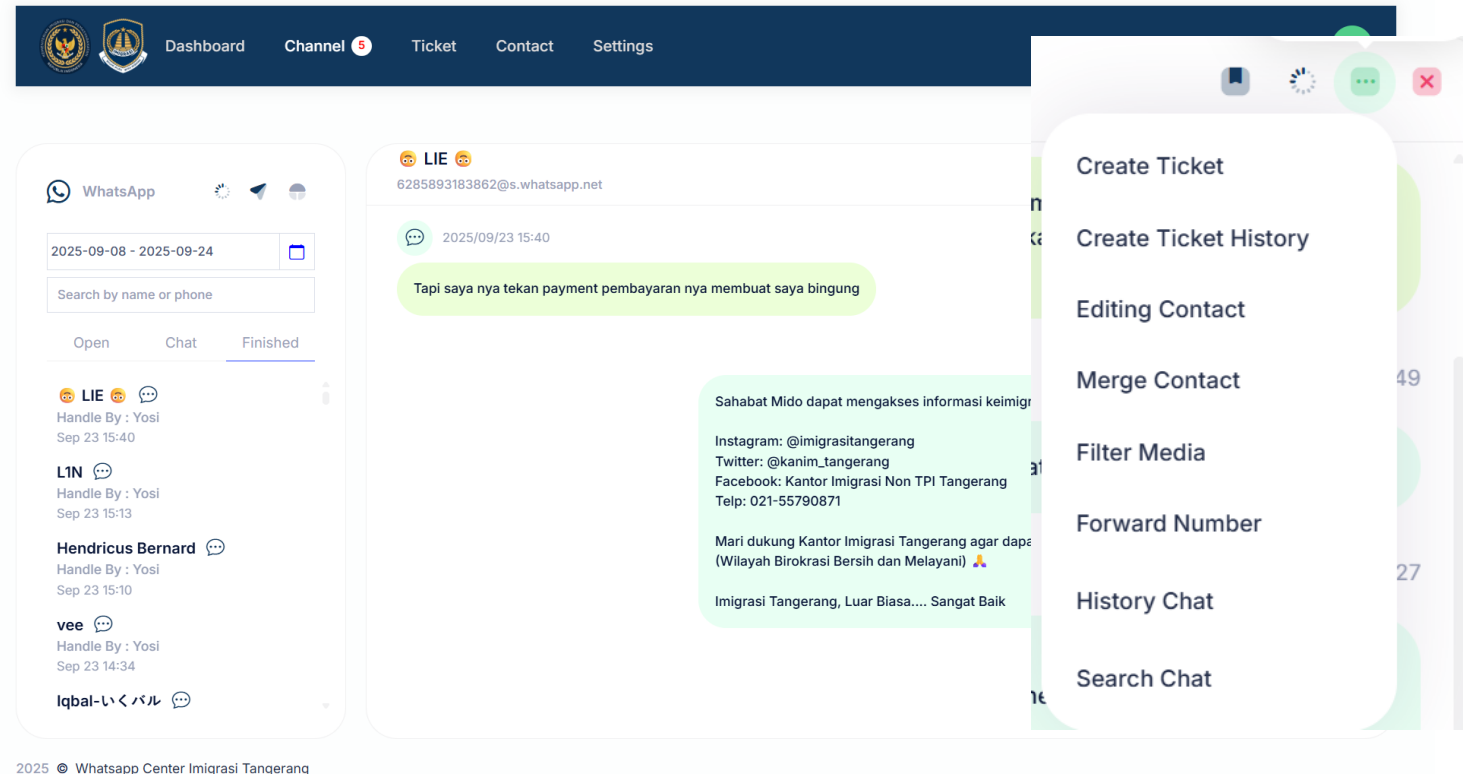
Tuesday
23 September 2025
21:37:41



Channel WhatsApp

Para Agent berinteraksi dengan masyarakat secara langsung melalui channel WhatsApp dengan merespon setiap percakapan.

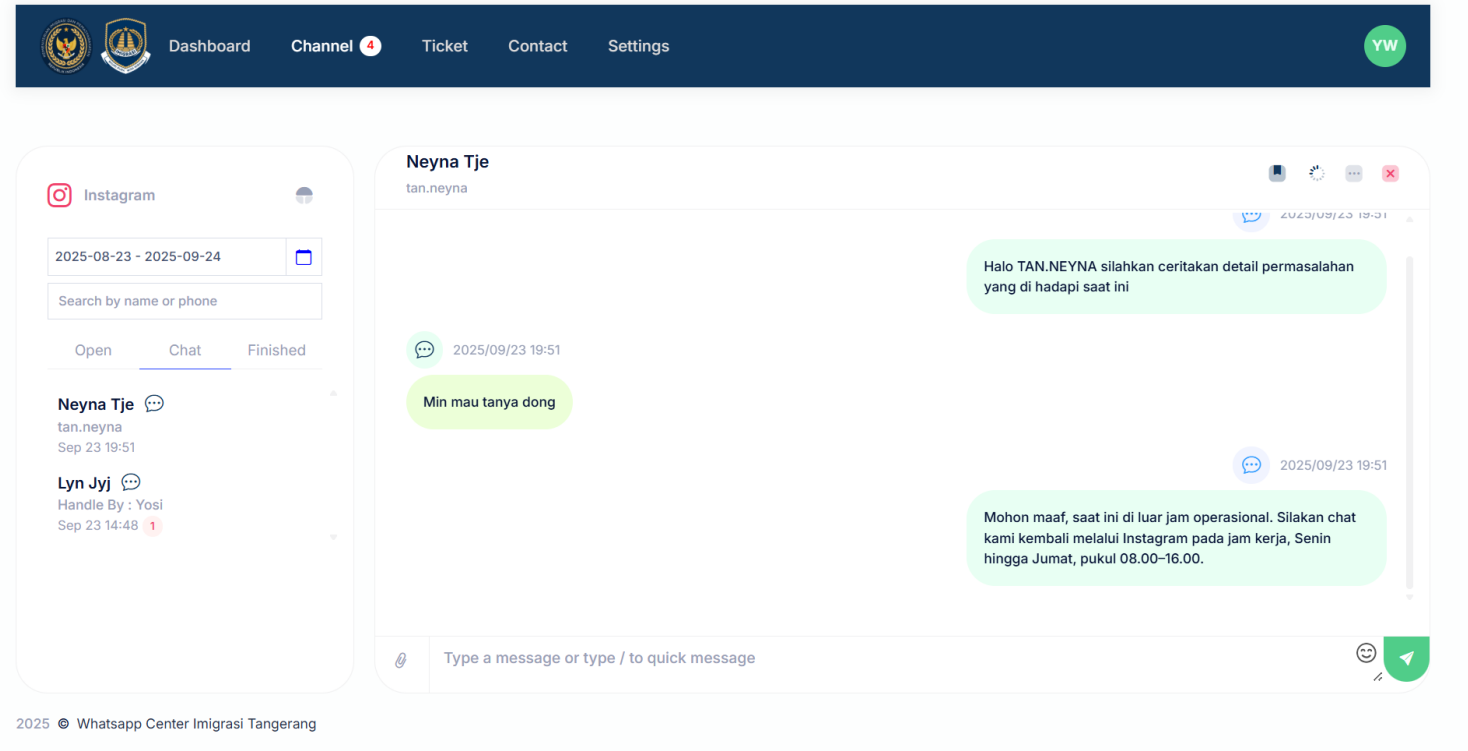
Interaksi ini data di catat melalui tiket dan history chat, sekaligus untuk manajemen contact dan melihat media dari percakapan



The screenshot displays the WhatsApp Center interface. At the top, there is a navigation bar with icons for Dashboard, Channel (5), Ticket, Contact, and Settings. Below this, the main area is divided into two panels. The left panel shows a list of chat tickets with columns for 'Open', 'Chat', and 'Finished'. Each ticket entry includes a contact name (e.g., 'LIE', 'LIN', 'Hendricus Bernard', 'vee', 'Iqbal-いくバル'), a 'Handle By' field (all set to 'Yosi'), and a timestamp. The right panel shows a detailed chat view for a contact named 'LIE' (6285893183862@s.whatsapp.net). The chat history includes a timestamp '2025/09/23 15:40' and a message: 'Tapi saya nya tekan payment pembayaran nya membuat saya bingung'. Below the chat, there is a contact information card for 'Sahabat Mido' with social media links (Instagram: @imigrasitangerang, Twitter: @kanim_tangerang, Facebook: Kantor Imigrasi Non TPI Tangerang, Telp: 021-55790871) and a note: 'Mari dukung Kantor Imigrasi Tangerang agar dapat (Wilayah Birokrasi Bersih dan Melayani)'. A context menu is overlaid on the right side of the chat view, listing actions: 'Create Ticket', 'Create Ticket History', 'Editing Contact', 'Merge Contact', 'Filter Media', 'Forward Number', 'History Chat', and 'Search Chat'. At the bottom left, there is a footer: '2025 © Whatsapp Center Imigrasi Tangerang'.

Channel Instagram

Para Agent berinteraksi dengan masyarakat secara langsung melalui channel Instagram sebagai channel yang dapat di pilih, dengan merespon setiap percakapan secara langsung dan responsif

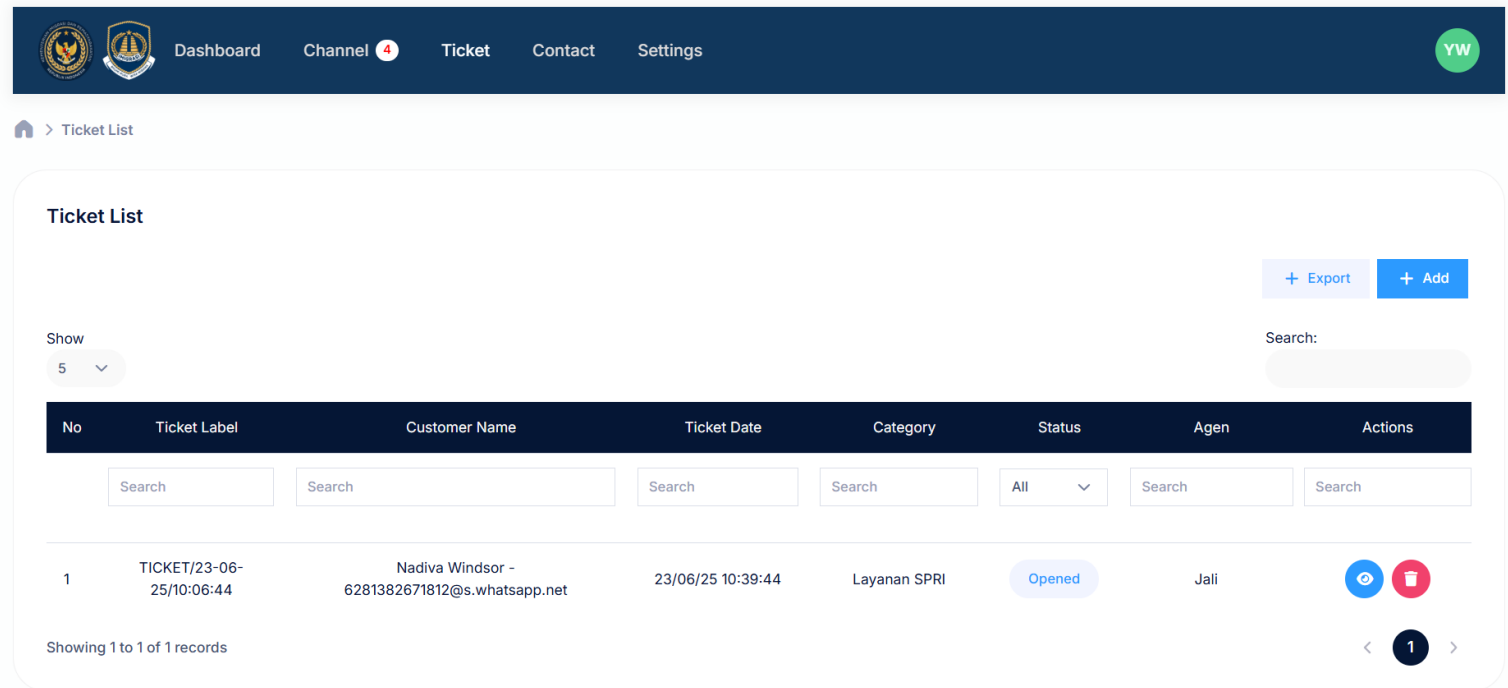


The screenshot displays a WhatsApp chat interface. At the top, there is a navigation bar with icons for Dashboard, Channel (4), Ticket, Contact, and Settings, along with a 'YW' status indicator. The main chat area shows a conversation with 'Neyna Tje' (tan.neyna). The chat history includes a message from the user: 'Min mau tanya dong' (I want to ask something) and a response from the agent: 'Halo TAN.NEYNA silahkan ceritakan detail permasalahan yang di hadapi saat ini' (Hello TAN.NEYNA, please tell me the details of the problem you are currently facing). A subsequent message from the agent reads: 'Mohon maaf, saat ini di luar jam operasional. Silakan chat kami kembali melalui Instagram pada jam kerja, Senin hingga Jumat, pukul 08.00-16.00.' (Sorry, we are currently out of operational hours. Please chat with us again on Instagram during working hours, Monday to Friday, 08.00-16.00). The interface also shows a search bar for contacts and a list of recent contacts including 'Neyna Tje' and 'Lyn Jyj'.



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Ticket

Interaksi para agent dapat ditindaklanjuti dengan membuat tiket. Dengan tiket ini akan dapat dimonitor status (open atau close) dari tindak lanjut yang telah dilakukan.



The screenshot shows a web application interface for a ticket management system. At the top, there is a dark blue navigation bar with icons for Dashboard, Channel (4), Ticket, Contact, and Settings. A user profile icon 'YW' is in the top right. Below the navigation bar, the page title is 'Ticket List'. The main content area has a 'Ticket List' heading and two buttons: '+ Export' and '+ Add'. There is a 'Show' dropdown set to '5' and a 'Search:' input field. Below this is a table with columns: No, Ticket Label, Customer Name, Ticket Date, Category, Status, Agen, and Actions. The table contains one record with the following data:

No	Ticket Label	Customer Name	Ticket Date	Category	Status	Agen	Actions
1	TICKET/23-06-25/10:06:44	Nadiva Windsor - 6281382671812@s.whatsapp.net	23/06/25 10:39:44	Layanan SPRI	Opened	Jali	 

Below the table, it says 'Showing 1 to 1 of 1 records' and a pagination control showing '1'.

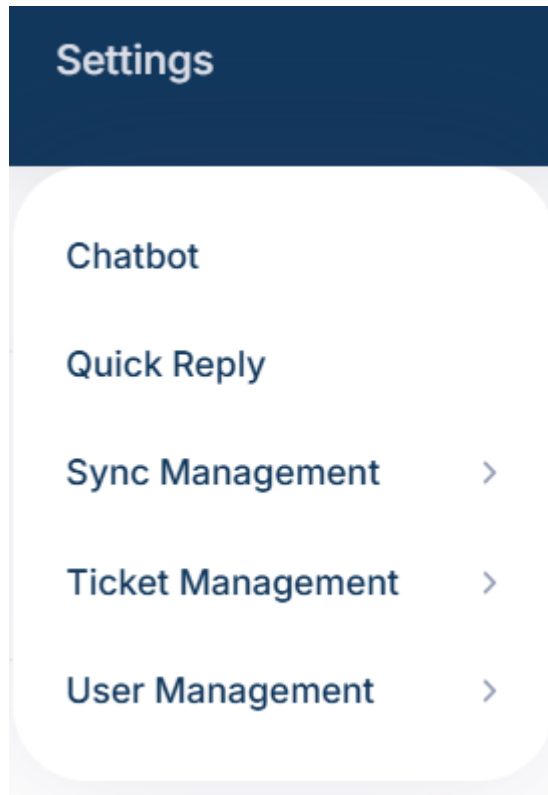
Contact



Penambahan Contact termasuk penyatuan contact dapat dilakukan menggunakan menu ini

The screenshot shows a web application interface. At the top is a dark blue navigation bar with two logos on the left and menu items: Dashboard, Channel (with a red circle containing '4'), Ticket, Contact (highlighted), and Settings. A green circular profile icon with 'YW' is on the right. Below the navigation bar is a breadcrumb trail: Home > Contact List. The main content area is titled 'Contact' and contains two buttons: 'Merge Contact' (red) and '+ Add Contact' (blue). Below the buttons are two tabs: 'Contact' (active) and 'Group'. On the left, there is a 'Show' dropdown menu set to '5'. On the right, there is a 'Search:' input field. At the bottom, a dark blue table header is visible with the following columns: No, Name, Tag, Total, Created_at, Updated_at, and Actions.

Setting



Pada menu ini user admin dapat melakukan pengaturan di level aplikasi termasuk Chatbot, Quick Reply, Sync Management, Tiket Management dan User Management

Seperti pengaturan Chatbot, yang akan mengarah Masyarakat untuk secara mandiri memilih keputuannya. Dengan pengaturan didalam, respon dapat dilakukan secara otomatis sebelum ditangani langsung oleh agent