

**PERANCANGAN SISTEM SCIENCE (SOCIAL COMMUNITY
EDUCATION AND INFORMATION CENTRE) BERBASIS WEB
DI PT. TELKOMSEL SEMARANG**

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ABSTRAK

Pelayanan adalah komponen terpenting dalam memberikan layanan berkualitas, dan pelayanan itu sendiri sangat tergantung kepada kualitas kepribadian customer service. Pelayanan yang tulus yang membudaya dalam internal organisasi akan menjadi keunggulan yang menguntungkan perusahaan. Pelayanan itu sendiri sangat tergantung kepada kualitas kepribadian customer service. Semakin mulia dan baik hati seorang customer service, semakin berkualitas dirinya dalam memberikan pelayanan berkualitas kepada pelanggan dan menciptakan interaksi yang memperkuat hubungan pelanggan dengan perusahaan ke dalam loyalitas. Beberapa tahun belakangan ini keanekaragaman permasalahan yang ada di PT Telkomsel mengakibatkan citra perusahaan menjadi menurun. Untuk peningkatan kualitas pelayanan kepada pelanggan, kami merancang SCIENCE berbasis Web yang akan memudahkan pihak terkait untuk mendokumentasikan case yang ada pada saat performansi aplikasi pelayanan menurun sehingga kpi (key performance indicator) dapat tercapai dan case dapat di eskalasi secara cepat ke divisi tertentu, memperoleh informasi terupdate terhadap produk Telkomsel baik broadband maupun promo secara mudah , memudahkan koordinasi troubleshooting pelayanan purna jual, dan mencapai awt (average waiting time) yang ideal. Selain itu di SCIENCE manager divisi terkait juga dapat memperoleh report top complaint permasalahan yang ada, baik di rekan "rekan ctp (customer touch point) , maupun rekan cho (complain handling officer) sehingga bisa mengambil keputusan yang efektif terhadap permasalahan tersebut.

Kata Kunci : Pelayanan , customer touch point, key performance indicator , average waiting time, case.

**ENGINEERING OF SCIENCE (SOCIAL COMMUNITY EDUCATION AND
INFORMATION CENTRE) SYSTEM BASED ON WEB AT PT
TELKOMSEL SEMARANG**

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ABSTRACT

Service is being the most important thing in providing excellent service quality, those service are very reliant on customer service personality itself. Internalized genuine service within organization will be company's comparative advantage. As mentioned earlier that customer service personality will be the ultimate key of delivering excellent service quality, the more noble service delivered with good hearted by customer service, more interaction will be created among customer and the company who eventually lead to customer loyalty. Within the past few years, PT. Telkomsel suffers from company image deterioration caused by bad service quality. To increase service quality, we design SCIENCE " web-based tool to help management in recording various cases so that it helps to avoid KPI (Key Performance Indicator) decrease, tracking for update progress, and escalating cases quickly when it's needed. It helps also as a reliable source in getting most update product knowledge both broadband and regular product promo. SCIENCE itself also makes after sales troubleshooting coordination between divisions easy, and achieves ideal AWT (Average Waiting Time). Division Managers can also receive top complaint report from all CTP (Customer Touch Point) and CHO (Complain Handling Officer) so they can produce effective decision to solve those problems.

Keyword : Service , customer touch point, key performance indicator , average waiting time, case.