

Strengthening customer and employee satisfaction PT. XL Axiata TBK: an nps approach

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Abstrak

ABSTRACT

Customer Satisfaction is inevitable factor that must be considered by company. There are 2 (two) conditions that significant on telecommunication industry during 2011. First, Telecommunication and Transportation Industry had highest GDP growth compared to other service industries. This condition was challenged with telecommunication market environment with tight competitive environments among service provider which made telecommunication service as commodity from subscriber perspective. PT. XL Axiata Tbk, a challenger in Indonesia telecommunication industry, has passed 2011 with remarkable achievement. There might be customer satisfaction factor that involve to support this telecommunication company. As Service Company, one of customer satisfaction factor is good service quality, front line service which come from satisfied employees. To understand customer and employee satisfaction level, NPS can be an alternative tool to measure both satisfactions. Further steps will be conducted to provide significant factor that influence PT. XL Axiata customer and employee satisfaction. Based on analysis, several recommendations will be proposed to improve both satisfaction levels.