

Analisis performa media sosial dalam customer service (studi kasus: XLcare) = Analysis of social media service performance in customer service area (case study: @XLcare) / Filino Nicholas Liberty

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Abstrak

[ABSTRAK

Industri telekomunikasi di Indonesia telah menjadi sangat kompetitif. Tiga operator terbesar telekomunikasi telah menguasai 90% pangsa pasar telekomunikasi di Indonesia. PT XL Axiata Tbk, operator terbesar kedua dari sisi pangsa pasar, telah menciptakan customer service berbasis digital melalui Twitter yang disebut XLCare. Dalam era digital ini, kepuasan pelanggan telah menjadi sangat penting dikarenakan arus informasi yang sangat cepat menyebar ke banyak pihak dalam dunia digital. Pada tahun 2014, performa XL Axiata berada di bawah Indosat dan Telkomsel dari sisi jumlah promotor di dunia digital. Untuk memahami kondisi ini dan juga untuk mengukur tingkat kepuasan pelanggan, survey elektronik untuk mengukur kualitas layanan dan akhirnya mengukur tingkat loyalitas pelanggan. Berdasarkan analisa, beberapa rekomendasi akan diajukan untuk memperbaiki proses dalam bisnis.

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ABSTRACT

The telecommunication industry in Indonesia has been so competitive nowadays. Three big local operators have owned 90% of total telecommunication market share in Indonesia. PT Telkomsel Tbk, PT XL Axiata Tbk, and PT Indosat Tbk are competing each other by delivering great products and services towards to their customers, particularly the digital services. This condition may occur due the expansion of social media usage in Indonesia. One of the key service that plays a critical part to support the business growth is the customer service team. PT. XL Axiata Tbk, currently the 2nd largest telecommunication operators in terms of market share, has developed a digital-based customer service through Twitter channel which is called @XLCare. In this digital era, the customer satisfaction has become so crucial due to the viral marketing that can be reached in a very short time through the electronic word of mouth. In 2014, the performance of the PT XL Axiata Tbk is below PT Indosat Tbk and PT Telkomsel Tbk in terms of numbers of buzzers. To understand this condition and also to measure the customer satisfaction, electronic service quality survey will be conducted to measure the loyalty variables. Based on analysis, several recommendations will be proposed to improve the business process, The telecommunication industry in Indonesia has been so competitive nowadays. Three big local operators have owned 90% of total telecommunication market share in Indonesia. PT Telkomsel Tbk, PT XL Axiata Tbk, and PT Indosat Tbk are competing each other by delivering great products and services towards to their customers, particularly the digital services. This condition may occur due the expansion of social media usage in Indonesia. One of the key service that plays a critical part to support the business growth is the customer service team. PT. XL Axiata Tbk, currently the 2nd largest telecommunication

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