ABSTRACT

The important indicator of successfulness in service industry is quality of services. A good service will always attract customers to continue the service. There are plenty of researches purposed to measure customer satisfaction. Nevertheless, it is very hard to justify the exact satisfaction of one customer compare to others, because of its intangibility. One of the ways to prevent a low customer satisfaction is by customizing the service according to customers’ need, so that the service offered is distinct between one customer to others. This strategy attracts PT. IntelliSys Tripratama (IST) to develop knowledge management system in order to achieve goal of this strategy.

SWOT analysis is a well-known and recognized analytical technique by many management scientists as a strategic analysis tool to outline potential area and enhancing organization’s future performance. We used SWOT analysis to analyze organization potential area and enhanced it by building Knowledge Management System (KMS). A well-known methodology in knowledge engineering, CommonKADS is used to build KMS. The CommonKADS methodology has proven its successful contribution to the development of KMS and other areas in knowledge engineering.

With regard to this case study, we conclude that CommonKADS methodology is a very useful tool to build KMS and can be used to solve certain problems encountered at IST. In addition, SWOT analysis would be suitable to be used as a preliminary analysis before developing KMS using CommonKADS methodology.

Keyword: Knowledge Management System, CommonKADS Methodology