Abstract

There has been fierce competition in the telecommunications business in Jakarta, Indonesia between the GSM operators – Company A, Company B, and Company C. Each operator is trying very hard to attract customers, as well as retain customers. To do this, a Customer Relationship Management (CRM) System, specifically a collaborative CRM is needed. This is a system where people, data and all the process are integrated in order to serve the customers better. One of the channels through which the customers interact with the system is through the Call Center. This study compared three of the leaders of the telecommunications business. They were compared according to certain criteria. A survey was conducted and the customers were interviewed about customer service as well as other areas. A conclusion was made as to which operator serves the customers best, as well as recommendations as to how to improve the existing systems, as well as how to serve the customers better. According to the survey, the best among the three was Excelcomindo.

Keywords

Collaborative CRM, GSM, customer satisfaction, call center