ABSTRACT

Communication and interaction in corporate towards customers is a crucial thing for their business continuity. *Business to Consumer (B2C)* tells, that business wheel lean towards customer. It means, Pasaramai which is an electronic commerce with various business units needs a media for keeping a good relationship between customers and Pasaramai business parties. To realize that aspect, a *customer support* service provided by Pasaramai is required to help any customer problem during their activities.

This research is addressed to Pasaramai for developing a customer support web application using agile software development method. This research consists of four phases, which is identification when problem and solution is defined, inception when research designs the requirements, logical design, and work modules overview, construction when designing, constructing and testing the application, and release when solution product is ready to release. Then finally the application is deployed in the Pasaramai server as a subportal and integrated with existing system.

The result of this research is a customer support service application. Customers are able to choose preferred support method to solve the problem. There are two support method available, the one-way communication that includes *knowledge base* module, and two-way communication, which is *support ticket* and *live chat*. Problems that have been solved is expected to increase customer satisfaction value and Pasaramai customer relationship value.

Keywords: customer support, web application, customer relationship, agile software development