

ABSTRACT

The high level competition in telecommunications industry is dominant factor which cause TELKOM customer to churn to other operators telecommunication (Customer Churn). The churning becaused of dissatisfying customer about something wich service of product given by those operators. According to this case company or operators must do an effort in order customer don't go about to competitor or cutomer retention. One of this effort is giving better service or quality as good as possible so can thought customer satisfaction. In order to give better service to customer, company need an information about customer need and customer grievance. Based on that information known product characteristics and service which agree customer.

Topic of this final work is “ Identifying Customer Churn of Corporate Customer TELKOM As Base of Formulation Customer Retention ”. Churn management is a prevent action in order customer don't churn or resign to use service from PT.TELKOM. In general, intention of churn management is to retain or to detract amount of customer, to increase customer base and to increase customer loyalty. In particularly, intention of churn management can be devided into three condition there is pre churn, in churn and post churn.

From this research, can be deducted that needed importance of service increasing From PT.TELKOM for several variables there is quality of product, availability of equipment, or other proponent peripheral before products launched as same in operational or services, billing and payment system of use service TELKOM (invoice), service in billing information (internet), access ease, admonition in payment time, price which Telkom offering, tariff change, attention from AM in complain or grievance by your company, service or telecommunication solution from AM, operator service in corporate customer call center (C4), attitude to overcome problem in your company from AM.

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