

## ABSTRACT

Pursuant to business strategy to become customer-centric company, management of PT. TELKOM have declared that TELKOM will not simply running activity of mass marketing, but apply full Customer Relationship Management (CRM) System. One of TELKOM's CRM development is conducted in TELKOM business unit of Information System (IS) Center subunit of CRM System Development (Bangsis CRM) with especial application which developed in the form of eCRM. Immeasurable of process and entities that influences existing system like functional structure of organization, products, as well as service communications channel resulting hard development of application of integrated CRM so that handling of customer information and data becoming not one standard. In this final project, writer conduct mapping of business process of TELKOM Customer Service POTS Retail using Enhanced Telecom Operations Map (eTOM) framework which later can be used as determinant instructions and starting points for the scheme of and also development of application of integrated CRM in TELKOM.

Method used to map business process is based on steps exist in framework of eTOM that represent industrial process standard for information and communications from Telemanagement Forum and have been agreed by ITU. Mapping of process pursuant to framework of eTOM consist of three especial step that is process grouping, process decomposition, and scheme of process flow. First step in the form of process grouping meant to identify position of existing process at eTOM. Second step that is process dekomposition, process are hierarchically divided to levels that is starting from statiegic level until implementation. Each processes are given with number of ID or identity and description, this matter to facilitate management of process and differentiate provenance process what is pure of eTOM or non. Step hereinafter is design implementation scenarios process as a result of decomposition in the form of process flow using Swim Lane diagram. This Step have the character of dynamic and adapted for by requirement of company.

Framework of eTOM divided into several group level of processess. Framework of Level 0 or conceptual level consist of three especial process area that is Operations, Strategy Infrastructure & Product (SIP), and Enterprise Management. This especial area process supported by connective functional process block of Operations with SIP. Framework of Level 1 focus at grouping of process vertically or end-to-end expressing in perspective of cutomer process and process horizontally or functional which express in perspective of company process. At this level seen functional process of CRM related to process of end-to-end that is Operations Support & Readiness, Fulfillment, Assurance, and Billing. At framework of level 2 representing decomposition of level 1 seen core process of eTOM CRM representing solidarity of functional process and process of end-to-end that formed one in perspective unity between cutomer with company. Level 3, 4, 5, and so on represent decomposition of the core process and represent implementation level to company. To facilitate in management of process, hereinafter decomposition conducted by using diagram of function tree accompanied by giving number of process ID and description.

Obtained conclusion result from this research is 41 identified process of TELKOM Customer Service POTS Retail can be mapped into framework of eTOM CRM level 5 and identified with two especial entity of process of CRM that is cutomer and product. Also proposed high level process to support development of CRM process that is 9 process of level 2, 29 process of level 3, and 65 process of level 4. From result of this mapping can be designed application of eCRM for the handling of profile, order, and problem of customer using standard modeling language of Unified Modelling Language or UML. Existence application of eCRM can assist company in managing interaction and relationship interactively with their customer through web technology.

Keywords: eCRM, Entity, eTOM, Process, UML, Use Case.