

ABSTRACT

Over the past few years, businesses have encountered increased competition in both the domestic and international markets. This heightened competition has been driven by the rising expectations of customers, which in turn, has prompted businesses to shift their focus towards becoming customer-centric organizations. PT. Telekomunikasi Indonesia International is an example of a company that has embraced customer centricity through the implementation of Telin's Customer Journey Map, HubSpot Workflow improvements, and other customer experience initiatives to enhance service quality and response efficiency.

This research focuses on the customer experience improvement by identifying and optimizing the existing processes within the Explore stage. Lean Six Sigma through the DMAIC framework is employed to streamline operations, minimize errors, and ensure sustainable growth. This research also uses qualitative methodology by analyzing customer feedback and conducting interviews with relevant stakeholders. Additionally, tools such as SIPOC diagram, Swimlane diagram, and Fishbone diagram are utilized to identify process bottlenecks from both customer and employee perspectives. This research proposes two main solutions: HubSpot Track Activity Dashboard to enhance workflow visibility in the Explore stage processes, meanwhile CRM integration aims to reduce system-related problems through optimized feature utilization. Therefore, this research contributes to PT. Telekomunikasi Indonesia International's mission to achieve customer centricity and long-term business sustainability strategies in the evolving digital landscape.

Keywords: *Lean Six Sigma, Business Process, DMAIC, Customer Experience*