

ABSTRACT

Customer is preminent asset for a company. It is because they are the key succes factor and benefit for a company. In this informatioon technology era -unlimited world-, the need of availability of call center is not a strange thing, but its already need by almost all business performer. This is purposed to give more services to all customer and people that are related with this business.

Performance valuing shows the effectivity of work system's effort and it's did by scoring the work system in this time and was compared with the target that a company want to reach. Finally, it will give global sketch how much the target is reached, in quality or quantity.

Call Flow Model is a call distribution was done by call center system (ACD), from offered call until served call. As a main parameter in performance analysis of call center in PT. Telekomunikasi Indonesia, is used the measurements on call distribution in call center 108 and call center 147, such as : telephone service factor (TSF), average speed answer (ASA), average talk time (ATT), average agent active (AAA), dll.

The result of data analysing shows that call center 108 have a good performance with telephone service factor score is 98,27 %, average speed answer score is 1,04 sec/call, and average talk time score is 28,10 sec/call. While call center 147 have a not good performance because it's not reach the target with telephone service factor score is 91,51 % and average speed answer score is 4,51 sec/call.

The result of this observation may use as references for formulating alternative solutions developing call center performances.

Keywords: call center, call flow model