

ABSTRACTS

Raising the change intensity of the telecommunication business nowadays makes every customer easily switch to the other competitor's product of the operator company. Loyal customers have become a nominal asset for the company, especially the profitable customer which has to be kept and had the prior position in order keeping steady from the other operator company. For the reason, PT. Telekomunikasi Indonesia, Tbk as the provider of telecommunication service that mainly serves to the customer, planning to implement Customer Relationship Management (CRM). CRM is management philosophy which can afford a systematic activity frame as to be more understand, attractive, keeps the customer's loyalty, and increase customer dependency to the products of Telkom.

As continuing the plan, company needs a performance variable measure system to improve the implementation of CRM whether it has been conclude the final condition. Measuring the performance have been accomplished, but unfortunately focus in financial result and operational function only, approached with traditional market which oriented to the transaction quantity and value, but hasn't consider about creating the customer value. The customer value definitely a proper asset to the finance ability of company. What important need is the variable measure system particularly inhand with CRM strategy and customer profitability goal. Considering all the problems above, the goal of this project to identify variable measure points that representated CRM performance and implemented to variable measure the performance of Telkom Kandatel Bandung with *CRM scorecard* method.

CRM Scorecard is a measurement system uniquely connected with CRM strategy and customer profitability goal through the five perspectives, such as, customer segmentation perspective, customer value, customer satisfaction, customer interaction, and customer knowledge. This determining process through few steps, which are : interview, discussion, variable measure identification, weight portion of the variable measure.

Designing of CRM performance measure system result 43 strategic indicators involved the performance of CRM's company. variable measure which affected depends to the weight portion of variable measure itself. Highest portion of the variable each of perspective, will be the main variable measure or become main result from established measure to the perpective which in the result called as *Key Performance Indicator*. *Key performance indicator* for each perspective are :

Perspective	Perspective Weight	Key Performance Indicator	Indicator Weight
Customer Segmentation	16,75%	Relationship Health	27,47 %
Customer Value	14,21%	Customer Lifetime Value (CLV)	22,84 %
Customer Satisfaction	30,96%	Customer Loyalty Index	20,85 %
Customer Interaction	16,24%	Integrated Multichannel System	6,86 %
Customer Knowledge	21,87%	Centralized Database	35,49%

In the next periode, CRM performance measure can be implemented through all of these indicators. But now, calculating every perspective and performance indicator measure haven't been accomplished yet, because Telkom Kandatel Bandung hasn't been in the CRM implementation level.