

## ABSTRAK

This research is a qualitative research. Data collection was carried out using methods and interviews. This research aims to identify the customer profile, to find out the value map, and to find out the fit between the value map and the customer profile. Research was conducted at CV service and training companies. Indonesian Champion Acceleration (AKIRA). In this research, the segmentation is sharia banking.

The research subject is the Main Director of BPRS with the shortest term of office of 5 years and the longest of 10 years. In this study there were 6 subjects. Researchers conducted interviews with 6 subjects. After the interview process is carried out, the researcher then processes the data, from the audio interview it will be converted into text in the form of a verbatim transcription. Testing the credibility of this research uses the triangulation method.

The results of this research are that in the customer profile there are customer jobs, customer pain, and also customer gain. The customer jobs completed are increasing HR capacity and capabilities. The pain customers feel is when they face problems that are not yet common, such as digital and organizational transformation. Customer Gains are visible changes in program participants.

The Value Map contains pain reliever, gains creator, and product & service, Value Map AKIRA. Pain relievers seeks training service products that can adjust solutions by conducting assessments. Gains Creator is a process of measuring each training service provided to ensure the impact of the program is achieved. AKIRA's main ability is character building & mindset and services and measurements can be adjusted to become a skill and there is an after training program in the form of mentoring. There is a match between AKIRA's perception and BPRS (Customer Gains and Gains Creator) in program implementation, type of service, ability to serve, and also desired expectations.

Keywords: Value Proposition Design, Value Map, Customer Profile, Banking