

ABSTRACT

Digitalization has accelerated, simplified, and made everything easier. This development requires business actors to evolve in this digital era. To facilitate and assist business operators in running their businesses, PT Telkom Indonesia offers a specialized internet service to keep up with the increasingly sophisticated times. The IndiBiz WiFi product has been developed to meet the needs for fast, precise, and high-quality internet services for business operators. This research was conducted by PT Telkom Indonesia in Bekasi. Using a qualitative research method with a post-positivist approach, this study is descriptive and relies on primary data collected through interviews. The primary aim of the research is to assess the effectiveness of customer personification techniques implemented by the company. Interviews were conducted with various stakeholders, including company staff and customers, to identify the extent of the implementation of these techniques and their impact on satisfaction and user numbers. The research findings reveal that the company has not yet been able to effectively implement customer personification techniques. This has resulted in suboptimal outcomes in terms of the number of IndiBiz WiFi users in Bekasi in 2024. These findings indicate an urgent need for the company to evaluate and adjust their customer personification strategies to better align with customer needs and preferences. The research provides valuable insights for the company to formulate more effective marketing strategies to enhance customer experience and expand the user base of the IndiBiz WiFi service.

Keywords: Customer Personification, Effectiveness, Marketing Strategy.