

## **ABSTRACT**

*PT Telkomsel, as one of the largest telecommunications service providers in Indonesia, faces challenges in improving the quality of its enterprise customer service. One of the current issues is the high number of tickets, reaching 5,000 tickets over several months, with more than 50% categorized as Out of SLA. This situation highlights the need for improvements in the flow process to make the ticket resolution process more efficient and aligned with the established service standards. The Design Thinking method was chosen for this study due to its innovative and user-centered approach, which is expected to provide relevant and effective solutions. The research process began with the Empathize stage, aimed at understanding the needs and key challenges in the ticket resolution system. Data was collected through observations and interviews with relevant stakeholders. Next, in the Define stage, an analysis was conducted using a fishbone diagram to identify the root causes of the problems in the existing process. The analysis results indicated that delays in ticket resolution were caused by manual verification processes, repetitive document validation, and an unstructured workflow. In the Ideate stage, brainstorming was conducted using a mind mapping approach, along with VA (Value-Added), NNVA (Non-Value-Added but Necessary), and NVA (Non-Value-Added) analysis to eliminate non-value-added activities in the ticket resolution process. Following this, the Prototype stage involved designing a new flow process using Bizagi software. The final stage was Test, where simulations were carried out to compare the existing process with the proposed process. The results showed that the existing process required 125.35 minutes per ticket, while the proposed process reduced the resolution time to 113.2 minutes per ticket. This reduction in total processing time demonstrates improved efficiency. The In SLA resolution rate significantly increased, with the Out of SLA rate decreasing from 50% to below 10%.*

*Keywords : Design Thinking, Enterprise, Fishbone, Flow process, Mindmap, Bizagi*