ABSTRACT

Direct Channel is a subdivision of customer care, which handling and managing the channels work in (customers with face to face). Plasa Telkom is the outlet / place of Telkom's services under the direct channel, which is fully managed by TELKOM and PARTNER or cooperate with, provided to serve the customers / users of the service or TELKOMGroup TELKOM and who want to be served directly (face to face), both about the need for information related to Telkom's products and services, as well as to meet the needs of the product itself.

Application to process and to score performance report and claim of Plasa Telkom made to help the creation and integration of both Telkom plasa reports regarding performance and claims of customers, help determine the next steps for the subdivision work direct channel, in particular, and the division of customer care in general and to help decision making in determining the best plasa PT.TELKOM.

This application was built with a waterfall system modeling method. Programming language used was PHP with mySQL as database, Apache server as a web server. The method used in decision-making is the Multi-attribute Utility Model Theory (MAUT), with attribute ratings of performance outcome data such as customer data that PSB, mutation and had a claim, the results of the visit and level of customer satisfaction, and revenue data of Telkom plasa, which used for the achievement of work objectives

Key Word: *PHP, mySQL, waterfall, MAUT, Performance, Claim*