ABSTRACT

Communication and interaction in corporate towards customers is a crucial thing for their business continuity. *Business to Consumer (B2C)* tells, that business wheel lean towards customer. It means, Pasaramai which is an electronic commerce with various business units needs a media for keeping a good relationship between customers and Pasaramai business parties. To realize that aspect, a *customer support* service provided by Pasaramai is required to help any customer problem during their activities.

This research is addressed to Pasaramai for developing a customer support *web application* using *agile software development* method. This research consists of four phases, which is *identification* when problem and solution is defined, *inception* when research designs the *requirements, logical design,* and work modules overview, *construction* when designing, constructing and testing the application, and *release* when solution product is ready to release. Then finally the application is deployed in the Pasaramai server as a subportal and integrated with existing system.

The result of this research is a customer support service application. Customers are able to choose preferred support method to solve the problem. There are two support method available, the one-way communication that includes *knowledge base* module, and two-way communication, which is *support ticket* and *live chat*. Problems that have been solved is expected to increase customer satisfaction value and Pasaramai customer relationship value.

Keywords: customer support, web application, *customer relationship, agile software development*