

ABSTRACT

Based on kartuHALO management reports in Regional of Center Sumatra in year 2004 and quartil 1 year 2005, in Batam City the number of kartuHALO churn customer was increased. To increase churn target, PT Telkomsel must understand the characteristic of churn customer, loyalty, satisfaction and cellular competition. The output of this research being basis for making effectiveness churn controlling program to increase churn target in Batam.

The research for making churn controlling program arranged based on several kinds of analysis, there were churn analysis, customer value and SWOT. KartuHALO churn analysis was used to know the characteristics, complaint, switching map and the reason of customer getting churn. Customer value analysis was used to know the equal of customer value variabel with the calculation of Customer Satisfaction Index and Customer Satisfaction Gap Index. Calculation of Loyalty Index and Attractiveness Index has been done to know the profil of loyalty customer. Competitor analysis was used to know the Strength, Weakness, Oppurtunity and treat of kartuHALO.

From the research and the interest programs based on customer preference then has been identified the churn characteristics, customer perceifed value of operator, loyalty segments and competitor treatnes that used for made the churn controlling program that pervades churn preventive program, churn reactive program and churn proactive program.

Preventive programs proposed were increasing the service which got low performances, education and socialization air time tariff and feature, and also Tariff Reduction Program. Proactive programs proposed were Customer Service Proactive Programs in facing the in churn customer, Alternative Program Offered and Telkomsel Prepaid Card Offer (AS and Simpati). And then the reactive program proposed were welcomed back greeting program, billing reminding and billing controlling. Every program has several subprogram therefor to be done in PT Telkomsel graPARI pulau Batam.

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