

ABSTRACT

The rapid expansion of telecommunication technology, causing the growth of using this service. Supported medias of this industry are increase as well. With the launch of CDMA as a new technology, its joined to emblish this telecommunication business.

Interactive Quiz, is one of growth business that using the telecommunication services. This business is dominate by Short Message Service (SMS), in fact there's a better service to aplicate this business than SMS, that is Multimedia Message Service (MMS), which combined message between text, grapichs, tones or videos.

TelkomFLEXI as one of players in cellular business (CDMA), will announced MMS service, which launch of these products, call "Interactive Quiz via MMS". With condition of this service that not exist at present, therefore a research needs to be conducted in order to designing implementation strategy of "*Interactive Quiz via MMS*" base on voice of customers. The purposes of the research itself, the first is to acknowledge and to define WIPLL customers' needs and wants, as inputs to design plan business of "*Interactive Quiz via MMS*", the second is to identify the technical characterization connected with the fulfillment of needs attributes, and finnaly to determine the concept of design "*interactive Quiz via MMS*" service that can fulfill the satisfaction of customers.

To acknowledge customer's needs this research uses interviews and questionnaires which is made based on the needs attributes found. While, the technical characteristics . While the technical characteristics are determined by discussion with Company's Manager using "*Brainstorming*" method.

As a result of gathering data, there's 31 attributes of customer's needs which 17 attributes collected from GSM customers, and the remaining is from Content Providers , then grouped based on their closeness into the tree diagram and then interpreted 16 technical characteristics of FLEXI dan 7 technical characteristics Content Providers.

The Customer's needs which have been obtained then processed and related to technical characteristic through House Of Quality (HOQ) to yield priority output from technical characteristic.

HOQ that used is 3 kind, that is HOQ I (GSM Customers to TelkomFLEXI), HOQ II (Content Providers to TelkomFLEXI) dan HOQ III (GSM Customer to Content Providers).

As the results of this research, is recomedations proposal base on technical characteristics contribute to TelkomFLEXI and Content Providers,there's also design proposal of business scheme to TelkomFLEXI, and proposal sesign of Quiz MMS schemes to Content Providers. All of proposal it just recommendation base on results of data tabulation.

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