

## ABSTRACT

Service has a big role in products and services company. Customer needs an ease in the bussiness process that they do. Company have to do a development and increase services to fullfil customers needs that always increase every time. Customer Relationship Management (CRM) can be a solution to create a strategy for handling it. One of its is 24 hours services

PT Garuda Indonesia has a call center service. It is called Garuda Call Center (08071807807). It can be use for communication media and customer transactions. Garuda Call Center gives The informations for flight schedule, reservation, cargo, asking for Garuda Frequent Flyer, phone check-in, and complain

According Garuda Call Center performance evaluation data, it is found problems. Such as many incoming arrivals that can't be answered by operators, lates for giving services, appear queue in the busy times. It can be seen in the abandon calls data (calls that can't be accepted in the Garuda Call Center system because it is too busy) that always out of control

Although Garuda Call Center has supports 108 lines and 320 operators, it still has problems with scheduling operator every certain time, to fullfil company rules that is maximum 3% abandon calls every day. Because that it needs Garuda Call Center services operational review.

The arrival calls level get the high frequency. It has 14.406 callers everyday in the everyday counting method. It makes Garuda Call Center gets 22% abandon calls with average service time level is 138 seconds or 2 minutes 18 seconds. Customer often use it in the week day than in the week end. Beside that, they also often use it in the afternoon than morning or night. The service time level is longer in the night than in the noon. It also happens when closing the holiday or week end.

Writer use minimation formulation as the purpose in the linier programming formulation because it is use to minimaze operator as a constraint, so that it is get the optimum operator that can handle maximum 3 % abandon calls. In the formulation, the constraint has a relation with the period (time interval) working operator.

According to everyday counting method, total of optimum operator that needed is 175 operator with 0,875 utilization and 170 operator with 0,9 utilization. According to the result it is needn't recruit another operator to solve the problem, but it can be done by placing and using existing operator by optimum.

**Key words :** *Arrival Call, Service Time, Operator Call Center , Linier Programming.*

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