

## **ABSTRACT**

*PT. Telkom is one of the company that work in telecommunication in Indonesia. PT. Telkom provides some of facilities that can be accessed by customers easily. But about 147 Telkom facility there are some unstatisfied notes in customers (<http://www.harian-global.com/news.php?item.5522.10>).*

*The improvement of Contact Center 147 PT. Telkom was using Quality Function Deployment (QFD) method, because this method could show more detail about what technical characteristics should be developed to improve its quality. With this method, company could also know about the voice of customer or customers' needs which taken from interview and questionairre. The result of interviews then will be translated into technical characteristics. In this final project, QFD method was conducted until 2<sup>nd</sup> iteration:Part Deployment Metric. In the 1<sup>st</sup> iteration, voice of customer is an input to get technical characteristics, and then in the 2<sup>nd</sup> iteration, this technical characteristic will be an input to get the critical part Contact Center 147 PT. Telkom.*

*From the result of data processing, there are 20 attributes of customer need, 22 technical characteristics, and 35 critical parts. Based on the highest raw weight, needs which would be priorities to be improved are solution/informartion that be delivered clearly (8,76), operator services with full attention (8,61), information giving directly (8,60). Technical characteristics which is recommended to be improved based on the highest contribution value is coaching operator frequency per month (5,498). While the critical part which is recommended to be improved is new employees training.*

*From the result of analysis, finally recommendation of improvement Contact Center 147 PT. Telkom will be given to improve the customer satisfaction, with the end result is to improve customers' loyalty.*

*Keyword(s):Recommendation of Improvement, Contact Center 147 PT. Telkom, QFD (Quality Function Deployment).*