

## **ABSTRACT**

### **IMPROVEMENT SUGGESTION OF CUSTOMERS SPEEDY CLAIM HANDLING WITH LEAN SIX SIGMA METHOD**

(Study Case: *Customer Care* PT. Telkom Kandatel Bandung)

By

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Customer Care PT. Telkom is a part of front office which is importance for provide services and connecting PT. Telkom with their customer that will receive all opinion, suggestion and claims for customer, after that it will be gave to other department match with this case. So this part is very importance for make customer brand, good or worse from company performance depend on Customer Care performance. Parallel to PT. Telkom focus that on running of their business is customer oriented that on their services always fit to customer need and customer wants for get customer satisfaction, there for Customer Care should have improve their services performance to customer. This services performance improvement needed if the Company wants to keep their customer loyalty and increase customer amount.

Services of Customer Care PT. Telkom Kandatel Bandung that need performance improvement is customer Speedy claims handling. Service performance of customer Speedy claims handling still low because this process capability still far from six sigma, especially for waste waiting that just have process capability 2,44 sigma. Base on result of observation known activities classified to 11% Non Value Added (NVA), 63% Business Value Added (BVA), and 26% Real Value Added (RVA). The other hand still amount of waste activity in customers Speedy claim handling, for example correction of fill uncompleted, staff waiting for result of request customer usage from Multimedia, excessive documentary, exc. From this reason and facts is identify that needed a performance improvement from services of customers Speedy claim handling.

This research with Lean Six Sigma method that use DMAI (Define, Measure, Analyze, and Improve), the beginning is define and understand process existing go to by service blueprint and flowchart so can known kind of waste that happened and service attributes that influence performance of customers Speedy claim handling. Next step is measure to waste and service attributes so got critical waste and critical service attributes, and the last can known attributes that influence to critical to quality. From this critical quality is analyzed this cause factor, after that arrange alternatives improvement so can get improvement suggestion.

From this research, critical category of customers Speedy claim handling is usage and there is four category of critical waste: waste waiting, excess processing, NUE, and defect. With value analysis approach can choose the best alternative improvement with value 1,208 is combine alternative between consisted of online claims, optimizing software usage and SOP production, socialization, and monitoring claim handling. The result of implemented improvement estimated the increasing number of RVA (Real Value Added) activity form 26% to 60% and the decreasing of NVA (Non Value Added) activity form 11% to nothing at all and the number of sigma level in every wasting component was increasing too.

This research have gave improvements on performance of customers Speedy claim handling that can looked up from activity, amount of defect (customer feel low performance), and sigma level. Better activity known from improvement of RVA activity is 53% and decrease NVA activity is 100%. Defect amount also happened significant decrease especially waste waiting from 171.429 to 27.400, and sigma level from waste waiting before improvement has 2,44 sigma but after improvement has 3,42. To get the better result, this research need to develop. Development of this research are research consider to time of each activity and consider to amount of humans resource that needed.

Key Word: Performance, Servperf, Lean Six Sigma