

## ***Abstract***

*Call Centre service has several problems such as cost, time, and other customer queues. Customer Service Assistant using Artificial Intelligence Markup Language (AIML). AIML function is to controlling interaction between sistem and customer. Dialogue Management System is a system that regulates the process of interaction between users with the system. The aim of this interaction is to resolve Call Centre problem. Customer Service Assistant provided by input from customer. Customer Service Assistant being a problem solver and increase customer satification. System accuration testing is 0.84 and level of satisfaction from customers gets satisfied value from the system. The system can solving customer problem of cost, time and customer queues.*

***Keywords: Dialogue Management System, Artificial Intelligence Markup Language, Call Centre, Customer Service Assistant***