

ABSTRACT

PT Telkomsel is the largest digital telecommunications operator in Indonesia, serving over 150 million customers. With increasing customer expectations, the company has faced challenges in maintaining network service quality. Data indicates a decline in Net Promoter Score (NPS) and an increase in customer complaints, highlighting the need for digital transformation in complaint management. In response, Telkomsel implemented the Service Operation Center (SOC) Platform to accelerate complaint resolution times.

This study aims to examine the effect of accelerated complaint resolution time on the number of network-related complaints using a quasi-experimental design involving both treatment and control groups. Based on panel data from Telkomsel's complaint management system spanning June 2023 to July 2024, this research applies a Difference-in-Differences (DID) approach to identify the causal impact of SOC Platform implementation. By comparing complaint trends between regions that implemented the SOC (treatment group) and those that did not (control group) before and after the intervention, DID serves as a natural experiment to measure the net effect of the intervention. Additional statistical analyses, including paired t-tests and linear regression, are used to assess the significance and validity of the findings.

The findings of this research are expected to contribute to Telkomsel's digital transformation efforts in improving their customer service. Furthermore, the results may provide valuable insights for other telecommunications companies seeking to enhance complaint management through digital solutions. Future research is recommended to explore the relationship between accelerated complaint resolution and other customer loyalty metrics.

Keywords: customer complaints, network complaints, service digitization, Service Operation Center (SOC) Platform, complaint management, service management, resolution time, Difference-in-Differences (DID), experimental study