

ABSTRACT

Today, competition in business world increasingly competitive. This is indicated by the number of competitors are emerging to compete with each other in getting customers. Outbound call marketing strategy system is an alternative marketing system used by PT.Telkom. Outbound call system itself is a marketing system that was done by making calls to prospective customers to offer products with a target and a pre-determined period of time. The problem is how to call that still use analog telephone and it was long enough to dial the number of customers. For that reason, they need a more practical solution in the calling process. One way that can meet those needs is a browser-based VOIP technology.

In this final project has created a system of outbound *WEB APPLICATION FOR OUTBOND CALL BASED VOIP IN MARKETING SPEEDY PT.TELKOM*. Its implementation has created a web server and VOIP server in one computer. Operators on PT.Telkom Speedy marketing utilizing web services to make calls to prospective customers who are connected to the PSTN network. With the web service, marketing service only process calls to prospective customers with click and call the number that has been available. Then the numbers of VOIP calls through the device such as an application server asterik VOIP softswitch which acts to change the number of VOIP calls to PSTN and local call numbers relate to call destination number in PSTN network.

The results of this project showed the time ratio during the dialing process and the value of the MOS test. Time comparison during the dialing process got 1.252 seconds faster than using an analog telephone. While the MOS values which is obtained from the opinion of some users who used this application is 4.1. From the results, it may concluded that the application is feasible to replace the existing system in PT Telkom.

Keywords: *OutBond Call, Web Servers, Databases, VOIP Server, Asterisk Softswitch, PSTN, Click and Call.*