Abstract

PT. Telkom Divre III own various telecomunication-product costomer. One of the products is wireline phone or fix phone which has the largest number of customer. PT Telkom Divre III own various customer maintenance. In maintaining large number of customer, the company divide its customers into some groups of customer, in that way each group can receive different treatment. Some of the groups are: Business Customer, Residential Customer, Corporate Customer, etc.

In this final project, Costomer Focus Management Application will be made in order to help the company knowing the wireline phone customer and the needs of telecomunication services of the customer, such as local call, interlocal call, Telkomnet Instan, ISDN, SLI, etc. This application will search the customer community who has the potential becoming profitable customer, and show the customers who have churn usage. These things will help the company focus on the group of customer that need special attention, furthermore improve the service to the customer.

This application is developed using structured methodology, using Oracle database. The tool used in the application development are: Microsoft Visio 2003 in system modelling, and PHP in system implementation.

Keywords : *Wireline Phone, Customer Focus Management, Customer Category, Revenue Product, Potential Profitable Customer, Churn Usage*