

## APPLICATION OF INFORMATION TEKNOLOGI TO IMPROVE COSTOMER SERVICE AT KAMBA CELL

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**Keywords:**

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**Abstract:**

The application of information technology in customer service has become an important need in the digital era. Kamba Cell, as a telecommunications service provider, seeks to utilize information technology to increase customer satisfaction. This research aims to analyze how information technology can be applied in Kamba Cell customer service and its impact on customer satisfaction.

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### INTRODUCTION

Good customer service is the key to success in the telecommunications industry. In this context, Kamba Cell is committed to improving customer experience through the effective application of information technology. This article explains the implementation of information and communication systems, as well as the digital strategy adopted by Kamba Cell.[1]

In the current digital era, the application of information technology (IT) has become the main key in increasing the efficiency and effectiveness of services in various sectors, including the telecommunications industry.[2] Kamba Cell, as one of the growing telecommunications service providers, is faced with the challenge of meeting increasingly high customer expectations.[3] In this context, the use of IT not only functions as a tool to improve internal processes, but also as a means to improve customer interaction and experience.[4]

Good customer service is one of the determining factors for the success of a company. By using information technology, Kamba Cell can offer more responsive, personalized and innovative services. Implementing customer relationship management (CRM) systems, chatbots, and data analytics are some examples of IT solutions that can be integrated to better understand customer needs and provide appropriate services.[5]

Through this introduction, various aspects of the application of information technology in improving customer service at Kamba Cell will be discussed further. It is hoped that this presentation can provide insight into effective strategies to face increasingly fierce competition in the telecommunications industry and increase customer satisfaction and loyalty.[6]

## RESEARCH METHODS

Analyze and evaluate the application of information technology at Kamba Cell to improve the quality of customer service, with a focus on increasing satisfaction,[7] operational efficiency and responsiveness to customer needs,.Technology Identification Know the information technology used and its relevance in the context of customer service,[8].Impact Evaluation Analyze the effect of technology implementation on customer experience and satisfaction,.[9] Improvement Recommendations: Produce recommendations to improve customer service through the implementation of more effective and innovative technology. The research methodology consists of the following steps:

### 1. Research Approach

Qualitative and Quantitative Descriptive: This approach is used to provide a comprehensive picture of the application of information technology and its impact on customer service.

### 2. Types of research

Case Study: Focuses on in-depth analysis of the implementation of information technology at Kamba Cell and its impact on customer service.

### 3. Research Subjects

Kamba Cell Employees: Staff directly involved in customer service.

Kamba Cell Customers: Users of the service who will provide feedback regarding their experience.

### 4. Research Location

Kamba Cell: Service center and related areas related to customer interaction.

### 5. Data collection technique

- Interviews: Conduct semi-structured interviews with managers and employees to understand the application and effectiveness of information technology.
- Questionnaires: Distribute questionnaires to customers to measure their satisfaction, experience and expectations regarding the services provided.
- Observation: Directly observe the customer service process and use of technology in the field.
- Documentation: Collect and analyze related documents, such as internal reports, service policies and operational procedures.

#### 6. Data Analysis

- Qualitative Analysis: Using coding techniques to identify themes and patterns from interviews and observations.
- Quantitative Analysis: Uses descriptive statistical analysis to analyze questionnaire data, such as satisfaction averages and response distributions.

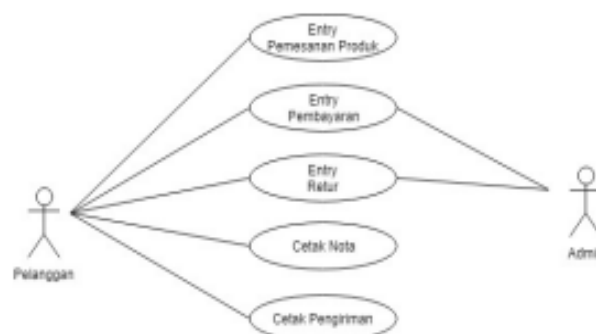
#### 7. Validity and Reliability

- Triangulation: Using multiple data sources to ensure the validity of findings.
- Reliability Test: Piloting the questionnaire to ensure consistency of results.

#### 8. Research Time

Determine the research timeline which includes planning, data collection, analysis and report preparation stages.

## RESULTS AND DISCUSSION



Use Case Application Of Information Teknologi To Improve Costomer Service At Kamba Cell

## **Result**

**Implementation of Information Technology:** Kamba Cell has implemented several information technology systems, such as a customer relationship management (CRM) system and mobile applications to facilitate service access. The use of this technology increases efficiency in managing customer data and makes communication between customers and staff easier.

**Customer Satisfaction Questionnaire** results show that 75% of customers are satisfied with the services provided after implementing new technology. The most appreciated aspects are the speed of response to complaints and the ease of access to information through the application.

**Operational Efficiency** Interviews with staff show that the use of information technology has reduced complaint resolution times by 40%. Staff also reported increased productivity due to the automation of certain processes.

## **Discussion**

**Technology Implementation Analysis:** Implementing a CRM system allows Kamba Cell to better manage customer data, so that staff can provide more personalized service. This fits the global trend where companies are focusing on enhanced customer experience through technology.

**Impact on Customer Satisfaction:** The recorded increase in customer satisfaction indicates that information technology is having a significant positive impact. Customers value the ease of accessing services and getting information quickly, which supports the theory that technology can improve customer interactions.

**Challenges Faced:** Despite the many benefits gained, several challenges also emerged, such as the need for training for staff to use the new system effectively. Some customers also expressed confusion in using the mobile app, indicating a need for better support and guidance.

**Recommendations for Improvement:** To increase the effectiveness of implementing information technology, it is recommended that Kamba Cell conduct

regular training for staff and provide application usage guides for customers. Additionally, collecting regular feedback from customers can help in improving existing systems and services.

## CONCLUSION

Overall, the application of information technology at Kamba Cell has succeeded in improving customer service in a significant way. By continuing to develop and adapt the technology used, Kamba Cell can further increase customer satisfaction and loyalty in the future.

The application of information technology at Kamba Cell has proven significant in improving customer service. By implementing a customer relationship management (CRM) system and mobile application, Kamba Cell succeeded in increasing operational efficiency and speeding up responses to customer complaints. The research results show that customers feel more satisfied thanks to easy access to information and faster service. Although there are challenges, such as training needs for staff and support for customers, overall, information technology makes a positive contribution to the customer experience. Recommendations for improvement, such as ongoing training and regular feedback collection, are expected to further optimize services in the future. With these steps, Kamba Cell can continue to increase customer satisfaction and loyalty.

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