

## **ABSTRAK**

Layanan *Contact center* merupakan salah satu produk jasa layanan yang menjadi sisi terluar perusahaan. *Indonesia Contact Center Association* (ICCA) merupakan organisasi profesi yang menghimpun praktisi *contact center* di Indonesia. Adapun tujuan penelitian adalah menentukan faktor penyebab persentase *Abandon Rate* melebihi batas teloransi *contact center* industri perbankan, dengan pendekatan DMAIC, Tahap *Define* diketahui persentase *Abandon Rate* masih melebihi batas toleransi 4%, *Measure* dengan pengumpulan data laporan *abandon rate*, *abandon call* dan mengetahui *service level* kemudian *Analysis* dengan *Why-why analysis* dilanjutkan dengan *Fishbone Diagram*, untuk mengetahui penyebab munculnya *Abandon call* sehingga mendapatkan 2 faktor penyebab yaitu faktor *man* dan *method*, faktor *man* dikarenakan *agent* yang jarang mengikuti kegiatan rutin *morning briefing*, kemampuan analisa dan solusi dalam menyelesaikan permasalahan pelanggan masih lemah Sedangkan faktor *method*, belum terbangun komunikasi antara pihak *operational* bersama *product owner* dan *human error* pada saat proses *staffing schedule*. Selanjutnya tahap *improve* ditemukan solusi dengan 5W+1H dari hasil FGD (*Fokus Group Discussion*), terakhir adalah tahap *control* hasil penelitian berupa usulan model integratif pengendalian *abandon rate* agar tidak melebihi batas toleransi ketika di implementasikan.

Kata kunci: *Customer Service*, *Customer Satisfaction*, *Service Sector*, *Call Center*, *Quality Improvement*, *Quality Tool*, *Service Convenience*, *Performance Measurement*, *Modern Business*



## **ABSTRACT**

*Contact center service is one of the service products that is the outermost side of the company. The Indonesia Contact Center Association (ICCA) is a professional organization that brings together contact center practitioners in Indonesia. The research objective is to determine the factors causing the percentage of Abandon Rate exceeds the limit of the telecommunications contact center of the banking industry, with the DMAIC approach, the Define Phase is known to be the percentage of Abandon Rate still exceeding the tolerance limit of 4%, Measure by collecting the report data on abandon rate, abandon call and know the service level later Analysis with Why-why analysis continued with Fishbone Diagram, to find out the cause of the emergence of Abandon call so as to get 2 factors, namely the man factor and method, the man factor due to agents who rarely attend routine morning briefing activities, analytical skills and solutions in solving customer problems are still weak While the method factor, communication between operational parties and the product owner and human error has not been established during the staffing schedule process. Furthermore, the improve phase found a solution with 5W + 1H from the results of the FGD (Focus Group Discussion), the last step was the control stage of the research results in the form of an integrative model of abandon rate control so as not to exceed the tolerance limits when implemented.*

**Keywords:** Customer Service, Customer Satisfaction, Service Sector, Call Center, Quality Improvement, Quality Tool, Service Convenience, Performance Measurement, Modern Business

