

ABSTRACTION

The role of information systems to support operations in the company overall is one of the important factors to ensure the success of the company to compete. Implementation of information systems that can be received by users in the system will make such information as the tools that can provide the value of competitive advantages for the company.

The authors do research to see the impact of the implementation of the system information to users by using the analytical approach Technology Acceptance Method (TAM) at the National Corporate Sales Group, which sells telecommunications services to corporate customers.

From the results of the research found that the implementation of information systems are developed based on the existing process automation business, using the User Centre Design and prototype application, and apply the concept of Customer Relationship Management (CRM), found that the system application felt easy to use, useful, and a user happy use the information system so that it can provide value for the competitive advantages and make Indosat as the market leader selling telecommunications services to corporate customers.

Keywords: Technology Acceptance Method (TAM), User Centre Design, Prototype Applications, Customer Relationship Management (CRM), Competitive Advantage