

INTISARI

Perusahaan telekomunikasi dan teknologi informasi yang mempunyai organisasi bisnis B2B selalu mempertahankan kepuasan pelanggan di tengah persaingan pasar. Kepuasan pelanggan (*customer satisfaction*) pada pelanggan B2B akan mempengaruhi proses bisnis yang dijalankan. Hal inilah yang mendasari pentingnya implementasi *Customer Relationship Management* (CRM). Penelitian ini dilakukan dengan wawancara untuk menganalisis implementasi CRM terhadap pelanggan B2B Indosat Ooredoo melalui empat dimensi *key customer focus*, *CRM organization*, *knowledge management* dan *technology-based CRM*. Narasumber yang terlibat dalam penelitian ini terdiri atas tujuh orang dari jajaran manajerial Indosat Ooredoo yang terlibat langsung dalam implementasi CRM untuk pelanggan B2B dan lima orang dari pelanggan yang berasal dari berbagai sektor industri untuk mengetahui elemen-elemen kepuasan pelanggan.

Dari hasil penelitian diketahui bahwa proses implementasi CRM B2B Indosat Ooredoo adalah untuk mempertahankan kepuasan pelanggan melalui perbaikan sumberdaya manusia, proses yang dijalankan, *sharing knowledge* dan adopsi teknologi, sedangkan dari sudut pandang pelanggan, implementasi CRM telah memberikan kepuasan terhadap layanan yang diberikan.

Kata kunci : *Customer Relationship Mangement, Business to Business, CRM dimension, key customer focus, CRM organization, technology-based CRM, knowledge management.*

ABSTRACT

Telecommunication and information technology companies that have B2B business organizations always maintain customer satisfaction in the midst of market competition. Customer satisfaction on B2B customers will affect the business processes. This is the underlying importance of the implementation of Customer Relationship Management (CRM). This research is conducted by interviewing to analyze CRM implementation to Indosat Ooredoo B2B customers through four dimensions of key customer focused, CRM organization, knowledge management and technology-based CRM. The resource persons involved in this study consisted of seven people from the Indosat Ooredoo managerial ranks who were directly involved in the implementation of CRM for B2B customers and five people from customers from various industry sectors to find out the elements of customer satisfaction.

From the results of the research is known that Indosat Ooredoo CRM B2B is to retain customers through the improvement of human resources, process run, knowledge sharing and technology adoption, while from the point of view of customers, CRM implementation has given satisfaction to the services provided.

Keywords : *Customer Relationship Management, Business to Business, CRM dimension, key customer focus, CRM organization, knowledge management, technology-based CRM.*