

ABSTRACT

The development of technology in the telecommunications sector in Indonesia is currently getting bigger, competition between companies is becoming increasingly competitive for communication service providers. PT. Telkom Akses Area Purwokerto is one of the telecommunications service providers in Indonesia. One of the benchmarks for the efficiency of the service at PT Telkom Purwokerto is that of NPS customers which is held every week in July August. A customer survey was conducted to see whatever was satisfied with Indihome's services for customers. Efforts made by PT Telkom Akses by making the Rider Best Cx program which is run in all regions in Indonesia. By doing a field tour, in a car, the technician is expected to encounter problems that are not interrupted and find solutions to solve them. Then one of the efforts of PT Telkom Akses to improve service quality is by conducting an IKR Brevet for technicians of Telkom Akses Purwokerto partners.

Keywords: NPS, Rider Best Cx, Field Tour, Brevet