Prediction Model for Speedy Customer's Category at Pt Telekomunikasi Indonesia, Tbk.

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Abstract

PT Telekomunikasi Indonesia Tbk., (TELKOM) is a state-owned enterprise that provides the largest telecommunications services and network in Indonesia. By the growing challenges in the telecommunications industry continues to expand domestically and globally. The emergence of new competitors which engage in the same field has made TELKOM to be more careful to their customers, do not let the customer switch to the competitors. If TELKOM can not maintain their customers, the profit can be declined. One of the effort that can be done by TELKOM is to determine their customer's category.so that TELKOM can do the right things in treating their customers. Some algorithms in data mining is used for knowing the customer's category run under IBM SPSS Modeler software. In the forming of customer's category model using algorithms in data mining, Speedy customer records are used. The outcome are customer's category prediction model and recommendation like potential customers that will stay in TELKOM or switch to the competitors. Also recommendation for deployment procedure, business process changes, hardware, software and human resource improvement. The benefit of research, PT TELKOM can predict their customer' category and for students, they will know how to apply data mining in real world.

Keywords
Customer's category, algorithms, data mining

Biography

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