ABSTRACT

AUTOMATED RESPONSE SYSTEM APPLICATION DESIGN FOR *CUSTOMER SUPPORT* AT PT. ENERREN TECHNOLOGIES

Rina Julia
Mahasiswa Program Studi Sistem Informasi, Universitas Pembangunan Jaya

The role of communication between companies and customers can be affect the pace of development of a company, in certain cases Customers don't just ask a problem they face,often customers provide advice or information needed by company. Good or bad communication services, can affect the the number of customers who have worked with the company, the better communication between the company and the customer, the greater the customer will be provide recommendations to other parties to use the company's services .The departments within the company you frequently interact withcustomer is customer support. Customer support is the front line company in interacting with customers.
PT. Enerren Technologies is a company that provides solutions in companies that have fleets and GPS (Global Position system). PT. Enerren Technologies has a customer support division to respond and provide services to customers. This division is formed for responding to complaints, requests and questions and answers from customers.The performance of customer support is still not optimal, some customers complain about delays in response to customer needs and the submission process via email is also less responsive. This is related to minimal amount of customer support that is not proportional to the amount customers, so that customer support has difficulty responding any complaints or information requested by the customer. To overcome these problems, customer support requires help system to serve customers to respond to customers the faster. One of the systems that can be used by using automated response system responses. The use of automated response system responses really helps customers service in serving customers.

Keywords: Development, Customer support, Services, Automated response system