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PROPOSED OPERATIONS STRATEGY FOR ASSURANCE IMPROVEMENT IN FIXED BROADBAND SERVICES PT. ABC

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Abstract

The fixed broadband industry services in Indonesia are expanding and show an increasing trend in its services subscription due to the increasing of online savvy users in Indonesia. There are several companies that work in this industry, one of them are PT. ABC, which deliver its services using the FTTH (Fiber to the Home) as their main technology for delivering its services. The operational activity in fixed broadband and TV cable services in PT. ABC are being conduct by its subsidiaries and its activity is divided into 3, there are provisioning, assurance and maintenance. During 2018, PT. ABC shows that its assurance process is not in a good condition, it can be seen from its KPI achievement. The representative KPI is Q, Q is the percentage of customer complaint due to network service error, during 2018, PT.ABC sets the target of Q to be only 3% but in reality, the Q is measured to be 7,25%. Besides the performance that is not showing a good result, PT. ABC also notices that in 2018, it already lost 10% of its customers. The purpose of this study is to find the root cause of the problem faced and to propose new operations strategies that can be used by the company to improve their fixed broadband and TV cable assurance process. The study was conducted using the root cause analysis and operations strategy framework from Nigel and Slack. This study will use the operations strategy framework from Nigel and Slack, to propose operations strategy solutions that can be used to solve the identified problem. The result of the analysis shows that the main business issue here is there is a gap between the assurance current network performances and the customer expectation with regards to the network services performances, and PT.ABC needed to be able to provide more stable fixed broadband services. This study then proposed 8 operations strategies to be applied by PT. ABC.

Keywords: Corporate Performance, Operations Strategy, Root Cause Analysis.
