

## CONTACT CENTER SERVICE EXCELLENCE INDEX 2015

### CALL CENTER SERVICE EXCELLENCE INDEX 2015

#### 1. PRIORITY BANKING

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Permata Bank Priority Call Center	98,750	99,047	90,670	93,991	Exceptional

#### 2. REGULAR BANKING

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Halo BCA	99,000	97,528	90,928	93,715	Exceptional

#### 3. REGULAR BANKING (SINGAPORE)

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	OCBC Phone Banking Service	99,817	98,510	84,522	90,248	Exceptional

#### 4. REGULAR BANKING (MALAYSIA)

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Maybank Customer Care	99,200	99,453	82,836	89,457	Excellent

#### 5. SHARIA BANKING

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	PermataTel Syariah	97,333	98,453	91,202	93,991	Exceptional

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### 6. PLATINUM CREDIT CARD

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	PermataTel	99,267	93,178	92,941	93,645	Exceptional

### 7. REGULAR CREDIT CARD

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Halo BCA	98,000	97,536	91,312	93,848	Exceptional

### 8. AUTOMOTIVE FINANCING

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Call Center Astra Credit Companies	97,383	96,703	83,476	88,835	Excellent

### 9. LIFE AND HEALTH INSURANCE

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Commonwealth Life Comm Center	97,600	97,469	86,444	90,867	Exceptional

### 10. CAR INSURANCE

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Garda Akses Asuransi Astra	98,233	93,481	86,852	89,979	Excellent

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### 11. TELECOMMUNICATION OPERATOR

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Contact Center Telkomsel	98,800	83,850	89,883	88,965	Excellent

### 12. AUTOMOTIVE 4W

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Toyota Hotline	98,417	95,104	85,842	89,878	Excellent

### 13. AUTOMOTIVE 2W

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Honda Customer Care Center	98,183	95,057	86,072	89,979	Excellent

### 14. AIRLINE

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Layanan Garuda Call Center	97,800	92,130	85,961	88,996	Excellent

### 15. PUBLIC SERVICE

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Contact Pertamina 500-000	98,533	96,552	83,601	88,979	Excellent

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### 16. TAXI

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Blue Bird Call Center	98,883	80,208	85,494	85,247	Excellent

### 17. CAR RENTAL

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	TRAC Customer Assistant Center	97,550	71,234	87,724	83,760	Excellent

### 18. MOBILEPHONE/SMARTPHONE

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Samsung Customer Care Center	96,500	90,479	85,150	87,884	Excellent

### 19. ELECTRONICS HOUSEHOLD

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Samsung Electronic Contact Center	96,600	90,479	85,406	88,048	Excellent

### 20. COURIER

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Customer Service DHL Express	98,533	91,333	85,566	88,593	Excellent

## CONTACT CENTER SERVICE EXCELLENCE INDEX 2015

### 21. INTERNET SERVICE PROVIDER

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	Telkom 147	95,933	95,938	84,114	88,843	Excellent

### 22. PAY TV

NO	CALL CENTER	DIMENSI			CCSEI 2015	GRADE
		ACCESS	SYSTEM & PROSEDUR	PEOPLE		
1	TelkomVision Interact	98,217	94,854	83,654	88,470	Excellent

## CUSTOMER SERVICE EMAIL CENTERS SERVICE EXCELLENCE INDEX 2015

### 1. BFI (BANKING - FINANCE - INSURANCE)

NO	EMAIL CUSTOMER SERVICE	KPI		CESEI 2015	GRADE
		ENABLING	ENJOYING		
1	halobca@bca.co.id	100,000	87,234	91,064	Exceptional

### 2. NON BFI (BANKING - FINANCE - INSURANCE)

NO	EMAIL CUSTOMER SERVICE	KPI		CESEI 2015	GRADE
		ENABLING	ENJOYING		
1	pcc@pertamina.com	91,000	78,806	84,903	Excellent

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### TWITTER SERVICE EXCELLENCE INDEX 2015

#### 1. BFI (BANKING - FINANCE - INSURANCE)

NO	TWITTER SERVICE EXCELLENCE	KPI			TSEI 2015	GRADE
		ENGAGING	HUMAN TOUCHING	NAVIGATING		
1	@mandiricare	87,875	82,839	75,448	80,890	Excellent

#### 2. NON BFI (BANKING - FINANCE - INSURANCE)

NO	TWITTER SERVICE EXCELLENCE	KPI			TSEI 2015	GRADE
		ENGAGING	HUMAN TOUCHING	NAVIGATING		
1	@Telkomsel	91,000	70,938	61,500	71,175	Good

### FACEBOOK SERVICE EXCELLENCE INDEX 2015

#### 1. BFI (BANKING - FINANCE - INSURANCE)

NO	FACEBOOK SERVICE EXCELLENCE	KPI			FSEI 2015	GRADE
		ENGAGING	HUMAN TOUCHING	NAVIGATING		
1	Prudential Indonesia	68,050	84,167	62,854	72,418	Good

#### 2. NON BFI (BANKING - FINANCE - INSURANCE)

NO	FACEBOOK SERVICE EXCELLENCE	KPI			FSEI 2015	GRADE
		ENGAGING	HUMAN TOUCHING	NAVIGATING		
1	PLN 123	82,000	77,917	66,792	74,283	Good

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### ATM SERVICE EXCELLENCE INDEX 2015

NO	ATM SERVICE EXCELLENCE	KPI			ASEI 2015	GRADE
		ENGAGING	HUMAN TOUCHING	NAVIGATING		
1	Bank Central Asia	89,359	67,458	52,396	74,643	Good

### INTERNET BANKING SERVICE EXCELLENCE INDEX 2015

NO	IB SERVICE EXCELLENCE	KPI			IBSEI 2015	GRADE
		ENGAGING	HUMAN TOUCHING	NAVIGATING		
1	klikbca	97,016	56,000	67,500	75,856	Good

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