

# Maturity Level of Business Relation Services Based on Itil Framework in Digital start up X Indonesia

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## Abstract

The increasing popularity of internet services has made Indonesian market share not only a place for Start-Up Indonesia, but also a Start Up target from outside Indonesia. Transactions that occurred through the Start Up business increased the Indonesian economy. But what should be of concern is that building a Start Up business is not easy, many collapsed Start Up businesses, not long life and even large losses. Some World-class Start Ups including Indonesia experiencing bankruptcy. One of problem is how to increase volume of customer and relation business services. Based on this, start-up digital needs to measure the extent to which the business relations services that are implemented are able to improve the company's business. One way that can be used is measuring the maturity level of business relations services in organization based on ITIL framework. The relationship service variables used as measurements are the ITIL framework of 2011.

**Keywords;** *business relation services, ITIL, Start-Up Digital*

## I. INTRODUCTION

Start Up Indonesia is currently experiencing rapid growth in line with the increasing number of internet users and people's purchasing power. In addition, the increasing popularity of internet services has made Indonesian market share not only a place for Start-Up Indonesia, but also a Start Up target from outside Indonesia. Transactions that occurred through the Start Up business increase the Indonesian economy [1]. Therefore the Government is currently paying more attention to the Start Up in Indonesia. This can be seen in the activities of President JokoWidodo's visit to the United States to attend the ASEAN-US Summit, President JokoWidodo, taking time to visit Silicon Valley , San Francisco, United States [2]. During the visit the President visited the Plug n Play Company (PNP), to obtain the latest information from an ecosystem

technopreneur in Silicon Valley. To note that PnP is a venture company based in Silicon Valley that provides facilities for Start Up and startups in the Information Technology field. During his visit, it was stated that one of the Indonesian BUMNs, namely PT. Telekomunikasi Indonesia, Tbk has made a cooperation / MOU with PnP. In connection with this, PT. Telkom has opened its first office located in Silicon Valley through its subsidiary called Metra Digital Investama (MDI). It is hoped that the collaboration will form the Indonesia-US axis which will become the habitat and ecosystem of Indonesia's competitive Start Up and able to become one of the supporters of the Indonesian economy [3]. But what should be of concern is that building a Start Up business is not easy, many collapsed Start Up businesses, not long life and even large losses. The following are some World-class Start Ups including Indonesia experiencing bankruptcy [4]

such as Xmarks -offering services for free and ultimately not enough capital to settle company bills. Then Devver - focus more on building applications than customer relations which is one of the causes of Devver's failure.Devver prioritizes user and customer interaction with the view that customer-related time can be used to develop products. There is also Overto - overto no employee who works full-time, has a lack of marketing skills, has never missed an opportunity to be bought and the business model is not appropriate. And the last one is from Indonesia, namely Valadoo Indonesia - focusing more on user growth and ignoring future business models [5] .

Based on this, start-up digital needs to measure the extent to which the business relations services that are implemented are able to improve the company's business. One way that can be used is measuring the maturity level of business relations services in organization based on ITIL framework. The relationship service variables used as measurements are the ITIL framework of 2011.

## II. LITERATURE REVIEW

### 2.1 Definitions and Characteristics of a Digital Start-Up Business

#### 2.1.1 Definition of Business Start Up Digital

Start Up is the process of starting a business. This term becomes a habit along with the popularity of the internet as an online business media. The business era is now beginning To see the many uses of digital technology through online media, which is commonly called e-commerce. In general, it can be seen that business conducted through online media is usually called Start Up. Though the word Start Up itself does not always have to be related to digital business, over time many have finally called it a Start Up. Some experts explain that the business start-up method followed by technological trend innovations. One of them stated that the acceleration of the growth of Information and Communication Technology (ICT) was able to increase trends that

changed traditional business models or encourage the establishment of new businesses (Start Up) that tended to take advantage of technological opportunities [3] .

#### 2.1.2 Characteristics of a Digital StartUp Business

Term Start Up starting in the late 90s until 2000, almost all Start Up companies dealt with technology, the web, the internet. The mention of Start Up itself began popular internationally in the period 1998 to the 2000s or during the dot-com bubble, when many companies race set up web-based business. The following are some of the characteristics of a Start Up company [7]:

Number of employees < 20 people

Revenue < \$ 100,000 / year

Just grow

In general, prioritize technology

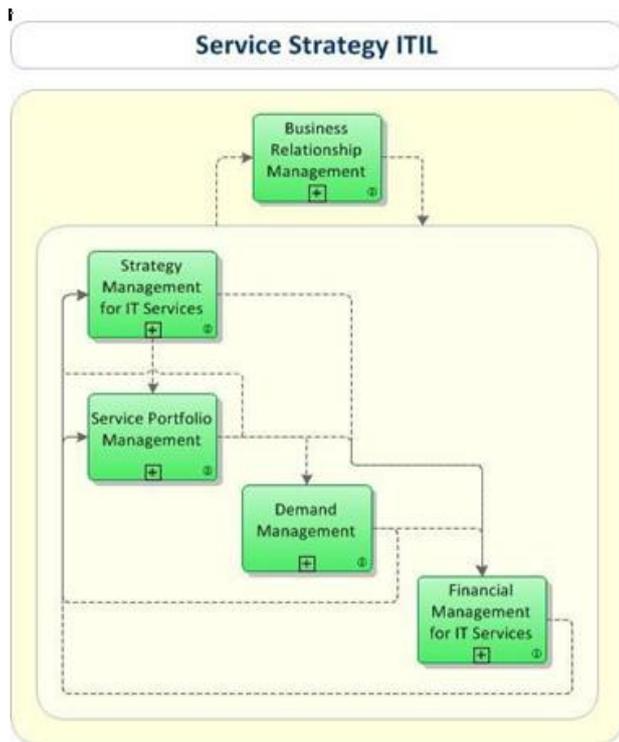
Media used in the form of applications digital

Generally using the web

Based on characteristics, it is seen that Start Up is generally a technology and web based company.

### 2.3 ITIL Service Strategy

Information Technology Infrastructure Library (ITIL) Service Strategy is a series of concepts and techniques for managing infrastructure, develop and operationalize information Technology [5] . The concept starts from an assessment of the needs of customers and the market reached the stage of the life cycle Service Strategy as a determinant in the organization's services based on Information Technology (IT) [6]. The main objective is to see what services need to be developed later in the IT organization. The main purpose of this concept is to help IT organizations think and acting strategically [10]. The ITIL concept can be seen in Figure 1.



**Figure 1**

**Processes: ITIL Service Strategy [ 10]**

Service Strategy determines the type of services that can be offered to customer or market. As used in this research is the approach to ITIL 2011. The following are the main processes of ITIL Service Strategy stage in 2011 [11]:

**2.5.1 Strategy Management for IT services**

Process Objective: To measure the offer provided by service providers, capabilities, competitors and current market space and the potential to develop strategies in serving customers. After the strategy has been established, Management Strategy for IT Services is also responsible for ensuring the implementation of the strategy.

**2.5.2 Service Portfolio Management**

Process Objective: To manage the service portfolio. Portfolio service management ensures that service providers have the right steps of services to meet the business objectives needed in accordance with the company's investment.

**2.5.3 Financial Management for IT services**

Process Objective: To manage budget, accounting and fulfill the needs of service providers.

**2.5.4 Request management**

Process Objective: To understand, anticipate and measure the influence of customer requests regarding services provided.

**2.5.5 Business Relations Management**

Process Objective: To maintain positive relationships with customers. Business Relationship Management identifies existing customer needs, potential and ensures that services developed are appropriate to meet those needs.

**2.6 Business Relations Management**

Business Relationship Management is a new process in ITIL 2011. The concept of satisfaction is a reference in increasing the number of new customers and managing complaints in the business relationship management process. This will have an impact on the improvement of the appropriate process so that it can be improved continuously to realize improved service to business relations management. The role of a business relationship manager was introduced in ITIL of 2011. In general there are 4 (focus) important in the management of business relations, namely customer satisfaction, service process improvement, service improvement and the role of service leaders in this case the manager. The concept of business relations management has a sub-process in its study. The following is the focus of the Business Relations Management sub-process [11]:

**2.6.1 Maintain Customer Relationships (MCR)**

This section is to ensure that service providers can understand existing customer needs and build relationships with potential new customers. This process is also responsible for maintaining the Customer Portfolio. In this dimension it can be seen that there are three important components, namely understanding customer needs, building

relationships and maintaining customer portfolio.

### 2.6.2 Identify Service Requirements (ISR)

This section is to understand and document the desired results of services, and to decide whether customer needs can be met by using existing service offerings or if new services have just been created or updated. In this dimension, 4 (four) components can be determined, including understanding service results, documenting service results, establishing customer needs and creating new services for customers.

### 2.6.3 Sign up for Customers to Standard Services (SCS)

This section is to capture customer needs in agreeing to service level targets with customers requesting existing standard service provision. In this dimension 2 (two) components can be determined, namely capturing customer needs and service level agreements with customers regarding existing services.

### 2.6.4 Customer Satisfaction Survey (CSS)

This section is for planning, implementing and evaluating regular customer satisfaction surveys. The main purpose of this process is to learn about where customer expectations are not met before customers move to other service providers. In this dimension 3 (three) components can be determined, namely covering the planning, implementation and evaluation of the satisfaction survey.

### 2.6.5 Handle Customer Complaints (HCC)

This section is for recording customer complaints and testimonials, as well as assessing customer complaints. In this dimension 3 (three) components can be determined, namely recording customer complaints, recording testimonials, and evaluating customer complaints.

### 2.6.6 Monitor Customer Complaints (MCC)

This section is to monitor continuously the

processing of outstanding customer complaints and to take corrective action if necessary. In two dimensions, two components can be determined, namely monitoring customer complaints and making corrective actions if needed. Based on the ITIL service strategy concept, there are 6 (six) dimensions as can be shown in figure 2 [9]:



Figure 2

## Dimensions of ITIL business relations management

### III. RESEARCH METHODS

#### 3.1 Types of research

This research is a descriptive research with qualitative descriptive research design. The purpose of this study was to measure the maturity level of business relations services of digital startup organizations.

#### 3.2 Object of research

The object of this research is digital business relations services to achieve competitive advantage

#### 3.3 Research steps

In this study, the steps taken are as follows:

A The analysis business relation services

In this step, doing analysis for business relation services in organizations

B Determine the formulation of mapping for business relation services

In this step, choosing the mapping tool with ITIL 2011 Framework

C Study of literature

This step, the literature is a solution to the problem. The results are obtained in this step obtain methods and framework to solve existing problems

D Measurement

At the step above, it was determined a measurement method to settle the problem in this study, it was doing measurement based on ITIL on organization.

**IV. IMPLEMENTATION OF MEASUREMENT OF MATURITY LEVEL IN STARTUP DIGITAL COMPANIES X**

**4.1 Implementation of research**

To get an idea of the extent of the maturity of business relations services in digital startup companies, a survey of 20 people from the company leaders and staff was conducted

TABLE 1. RESPONDENTS QUESTIONER OF COMPANIES

| Respondents  | total     |
|--------------|-----------|
| Leader       | 3         |
| Staff        | 17        |
| <b>Total</b> | <b>20</b> |

**4.2 Measurement Results Maturity Level of business relations services**

The following is an analysis of the results of recapitulation of the calculation of the maturity level questionnaire of business relations services .level advantage in the Customer Satisfaction Survey with a value of 3.17.

TABLE 2. RECAPITULATION OF MATURITY LEVEL OF BUSINESS RELATIONSHIP SERVICES

| No.            | Variable  | Code       | Maturity level |
|----------------|---|------------|----------------|
| 1              | <i>Maintain Customer Relationships</i>            | <i>MCR</i> | 2.87           |
| 2              | <i>Identify Service Requirements</i>              | <i>ISR</i> | 2.84           |
| 3              | <i>Sign up for Customers to Standard Services</i> | <i>SCS</i> | 2.83           |
| 4              | <i>Customer Satisfaction Survey</i>               | <i>CSS</i> | 3.17           |
| 5              | <i>Handle Customer Complaints</i>                 | <i>HCC</i> | 2.73           |
| 6              | <i>Monitor Customer Complaints</i>                | <i>MCC</i> | 2.85           |
| <b>Average</b> |   |            | <b>2.88</b>    |

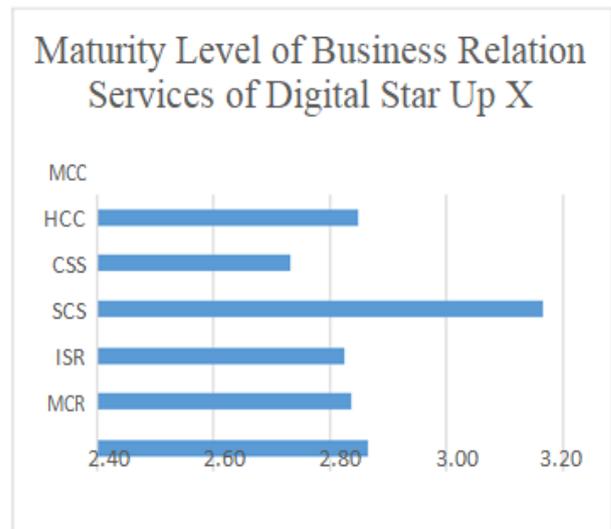


Figure 3

**Graph of Maturity Level of BRS of Digital Start-Up X**

Figure 3 shows that the maturity level of business relations services companies at Digital Startup have not reached maturity level 3 or the overall average rat is 2.88 , it is mean that related to business relations services and more information is based on repeated experience, it does not yet have a reference standard that can be used to solve various service problems business relationship but excellence in element Customer Satisfaction

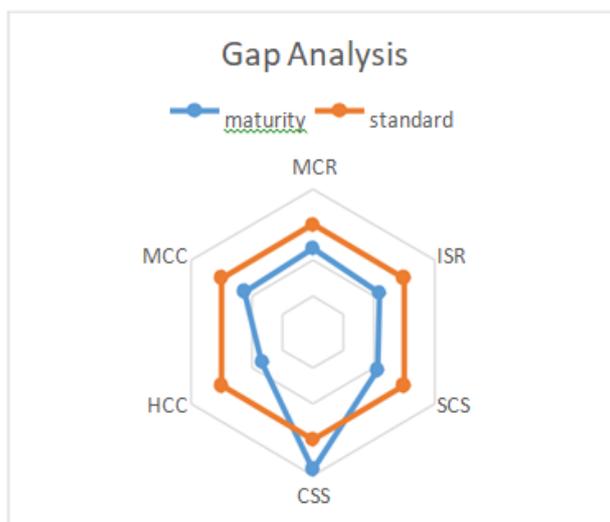
Survey provides convenience in developing business relations services because it can explore what the

customer needs related to the acquired business services.

### 4.3 Maturity Gap Analysis Business relation services in Digital Start-Up X

Analysis of gaps (gap) is required as a picture of the level of maturity that is no reference in the future business relations services in the enterprise. to see the level of maturity in the future can be seen based on: The vision, mission and objectives of the company

Maturity level questionnaire analysis of Startup Digital X business relations services and the results of interviews with the manager of Digital Startup X Gap Analysis maturity standard



**Figure 3. Graph gaps maturity level of business relations services in Digital X Startup.**

As for the reference is a good maturity level standard, the level of maturity obtained specifically for the company does not yet exist but in internal strategic planning Startup Digital X targets to be at level 4 (four). In addition, if referring to the maturity level assessment in Indonesia can refer to one of them is the BUMN Ministry Regulation PER-02/MBU/2013 concerning the management of Information Technology management in a state-owned company that targets the level of maturity at level 3 (three), besides Similarly in almost most of

the measurement framework provides a level of maturity normative adequacy rate on the maturity level of at least the number 3 (three).

### 4.4 Recommended Research Results

Taking into account the results of the questionnaire and gap analysis (gap) steps are needed in an effort to achieve the level of maturity desired by Startup Digital X in building its business relations services, namely:

A Based on the results of the business relations service level questionnaire, companies can build their business relations services by taking into account the results of the measurement of maturity levels in a synergy supported by regulations at Digital Startup X

B The company needs to set steps to increase the desired maturity in business relations services based on the results of measurements and conduct communication processes in all aspects of the organization at Startup Digital X. As for recommendations is to improve the performance of business relations services in 5 functions namely Maintain Customer Relationships, Identify Service Requirements, Sign up Customers to Standard Services, Handle Customer Complaints, Monitors Customer Complaints and maintains and improves the performance of the Customer Satisfaction survey.

C The recommendations given include

A Maintain Customer Relationships

Start with services, make everything be transparent and the company can make personalized the relationship

B Identify Service Requirements, The company can began identify service requirements, example with survey instruments

cSign up Customers to Standard Services, This mechanism can be improved by companies by starting to set Service Standards that are easy to

understand, easy to follow, easy to implement, easy to measure, with clear procedures.

dHandle Customer Complaints ,

Determine the mechanism for receiving complaints that is easy and clear

E Monitors Customer Complaints and maintains and improves the performance of the Customer Satisfaction survey.

In this mechanism, the company can create a system that is able to monitor customer complaints. Then make an integrated evaluation mechanism based on the survey obtained.

All of these mechanisms should be carried out and integrated into the system built by Start Up X.

## V. CONCLUSION

The results of measuring the maturity level of business relations services with using the ITIL framework standard results show that in general the company at Startup Digital X gets a value of 2.88 which means the organization is still at level 2 or Managed level which means the stage where the Startup Digital X organization has a pattern for managing related processes based on the success of the experience recurring that had been done before but the pattern that was carried out was not standardized. These results are the basis for determining the gap analysis and recommendations are required by standard ITIL Framework for Digital X Startu

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