ABSTRACT

***INNOVATION IN CUSTOMER COMPLAINT SERVICES AT* BRI UNIT TAMALATE**

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Information technology rapidly transforms various aspects, combining computer and telecommunication technologies to shift from an industrial to a post-industrial paradigm. This change also alters the behavior of the business environment and entrepreneurs, creating closer connections between businesses and their customers. It shortens distances and timeframes, thus reducing the gaps between customers' demands and the fulfillment of their needs. With these changes in the business landscape, there will be a corresponding shift in management decision-making processes, leading to a quick restructuring in response to rapid changes. One crucial aspect to consider is how banks utilize technology and innovation to enhance customer experience, particularly in complaint management. Information technology has drastically changed the way banks interact with their customers, facilitating easier access to services and information. However, despite these improvements, various issues remain regarding customer complaint handling. Common problems include difficulties in accessing information, slow responses to complaints, and a lack of transparency in complaint resolution. To address these challenges, this research develops a web-based complaint service system. The development process includes analysis, design, coding, and testing.

Keywords: *Innovation, Service, Customers.*

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