

PERFORMANCE ANALYSIS OF THE IMPLEMENTATION OF TECHNOLOGY  
SERVICES ON INTERACTIVE VOICE RESPONSE  
PHONE BANKING IN THE BANK X

Fivtatianti Hendajani  
STMIK Jakarta STI & K  
E-mail: [fivta@jak-stik.ac.id](mailto:fivta@jak-stik.ac.id)

ABSTRACT

Current technological developments are very advanced and widely adopted in various fields. An example is the banking sector

Phone banking services of Bank X uses technology Interactive Voice Response (IVR) which provides convenience for customers to conduct banking transactions via the telephone assistance without any time limit. Since its application requires a lot of cost performance analysis, we need to hold these services in order to be more about the target market segment in question.

The analysis was made with the help of data in the form of transaction data, phone banking services of Bank X in order to reach conclusions that lead to improvements in customer service.

Keywords: Technology banking, phone banking, IVR

