

ABSTRACT

This research explores the strategic implementation of Customer Relationship Management (CRM) and digitalization at PT Telekomunikasi Selular (Telkomsel) Branch Pekalongan to enhance organizational performance in the telecommunications sector. Using a qualitative case study approach, the study examines how CRM and digital strategies are planned and executed, along with the internal and external challenges encountered during their implementation.

The findings reveal that CRM and digitalization play a critical role in increasing customer satisfaction, operational efficiency, and service innovation. However, the implementation faces several obstacles, including talent gaps, infrastructure disparities, and limited system integration. This study provides managerial recommendations to overcome these challenges and emphasizes the need for a customer-centric, agile, and data-driven approach to ensure the sustainability and competitive advantage of the company.

Keywords: *Customer Relationship Management (CRM), Digitalization, Operational Performance, Telecommunications, Telkomsel*