



PRIORITY BANKING

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Halo BCA Prioritas	99,250	85,423	93,565	91,691	Exceptional	Mostly Happy Customers	😊
2	BRI Premium Call Center	99,250	81,549	93,017	90,200	Exceptional	Mostly Happy Customers	😊
3	BNI Emerald Call	98,583	79,075	93,176	89,486	Excellent	Mostly Don't Mind Customers	😊
4	Hello Danamon	99,583	86,002	89,196	89,276	Excellent	Mostly Don't Mind Customers	😊
5	MegaCall	97,750	81,277	91,257	88,912	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		96,363	82,134	88,873	87,600			
6	Permata Bank Priority Call Center	88,417	83,052	89,183	87,267	-	Mostly Don't Mind Customers	😊
7	Call Mandiri Prioritas	91,917	82,708	87,300	86,384	-	Mostly Don't Mind Customers	😊
8	BTN Prioritas	93,125	85,610	82,743	84,641	-	Mostly Don't Mind Customers	😊
9	OCBC Premier Banking	96,583	83,010	82,943	84,327	-	Mostly Don't Mind Customers	😊
10	CIMB Preferred	99,167	73,637	86,353	83,820	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😞 11	Mostly Scar Customers

REGULAR BANKING

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Info Bank Jatim	98,167	99,875	99,219	99,310	Exceptional	Mostly Happier Customers	😊
2	BJB Call	95,500	97,498	99,114	98,268	Exceptional	Mostly Happier Customers	😊
3	Halo BCA	97,167	96,148	98,511	97,668	Exceptional	Mostly Happier Customers	😊
4	Maybank Customer Care	97,250	95,586	97,262	96,758	Exceptional	Mostly Happier Customers	😊
5	BNI Call	98,083	88,175	95,380	93,489	Exceptional	Mostly Happy Customers	😊
6	PermataTel	99,250	94,717	90,398	92,579	Exceptional	Mostly Happy Customers	😊
7	BTN Call	97,667	93,138	89,271	91,271	Exceptional	Mostly Happy Customers	😊
8	Hello Danamon	97,000	85,502	92,576	90,896	Exceptional	Mostly Happy Customers	😊
9	Bank Sinarmas Care	96,292	89,292	88,896	89,754	Excellent	Mostly Don't Mind Customers	😐
10	Halo KB Bank	96,583	83,394	91,743	89,722	Excellent	Mostly Don't Mind Customers	😐
11	Bank DKI Call Center	99,000	84,453	90,574	89,580	Excellent	Mostly Don't Mind Customers	😐
12	MyCall (Bank Mayapada)	98,250	79,153	92,683	89,180	Excellent	Mostly Don't Mind Customers	😐
13	J Trust Call	93,458	90,388	86,388	88,295	Excellent	Mostly Don't Mind Customers	😐
14	Mandiri Call	92,958	87,654	87,697	88,210	Excellent	Mostly Don't Mind Customers	😐
15	Call Center Bank Jateng	93,833	84,188	89,255	88,192	Excellent	Mostly Don't Mind Customers	😐
16	Halo Bank Kalbar	97,333	83,284	89,066	88,158	Excellent	Mostly Don't Mind Customers	😐
17	Bankaltimtara Call Center	97,250	86,920	87,140	88,085	Excellent	Mostly Don't Mind Customers	😐
18	Contact BRI	99,167	84,457	87,610	87,820	Excellent	Mostly Don't Mind Customers	😐
19	Call Hana	97,750	85,640	86,925	87,622	Excellent	Mostly Don't Mind Customers	😐
20	Phone Banking CIMB Niaga	95,917	81,186	88,984	87,338	Excellent	Mostly Don't Mind Customers	😐
RATA-RATA INDUSTRI		96,267	82,550	88,238	87,334			
21	SMBCI Care	97,208	82,509	87,198	86,792	-	Mostly Don't Mind Customers	😐
22	UOB Call Center	98,458	81,802	87,187	86,698	-	Mostly Don't Mind Customers	😐
23	Tanya OCBC	94,542	90,180	82,718	86,139	-	Mostly Don't Mind Customers	😐
24	Jenius Help	95,708	76,636	88,969	85,943	-	Mostly Don't Mind Customers	😐
25	Call Panin	95,833	86,471	83,003	85,327	-	Mostly Don't Mind Customers	😐
26	MNC Bank Call Center	92,167	77,948	86,338	84,404	-	Mostly Don't Mind Customers	😐
27	Bank Sahabat Sampoerna	98,500	65,977	90,395	83,880	-	Mostly Don't Mind Customers	😐
28	Mega Call	95,667	82,945	81,893	83,586	-	Mostly Don't Mind Customers	😐
29	Call Ganesha	97,000	74,161	84,716	82,778	-	Mostly Don't Mind Customers	😐
30	DBSI Customer Centre	97,042	79,630	79,159	81,088	-	Mostly Don't Mind Customers	😐
31	Graha Call	98,250	73,255	81,172	80,505	-	Mostly Don't Mind Customers	😐
32	Call INA	96,500	65,118	85,277	80,352	-	Mostly Don't Mind Customers	😐
33	Nobu Call	98,958	38,700	90,535	75,827	-	Mostly Don't Mind Customers	😐
34	Call Center Standard Chartered Bank	87,917	69,970	76,668	75,783	-	Mostly Don't Mind Customers	😐
35	HSBC	87,708	73,290	74,397	75,396	-	Mostly Don't Mind Customers	😐

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😐 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😐 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😐 6	Mostly Don't Mind Customers	😐 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😐 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😐 11	Mostly Scar Customers		

SHARIA BANKING

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Salamaslahah	99,167	88,717	95,491	93,826	Exceptional	Mostly Happy Customers	😊
2	Halo BCA (Sharia)	96,708	92,919	92,608	93,111	Exceptional	Mostly Happy Customers	😊
3	PermataTel Syariah	99,417	93,879	91,075	92,750	Exceptional	Mostly Happy Customers	😊
4	Salamuamalat	98,875	80,988	93,139	90,067	Exceptional	Mostly Happy Customers	😊
5	BTPN Syariah	94,625	81,765	91,996	89,189	Excellent	Mostly Don't Mind Customers	😐
6	BSI Call	98,292	74,747	94,037	88,675	Excellent	Mostly Don't Mind Customers	😐
7	Halo KBBS	97,000	82,870	88,200	87,481	Excellent	Mostly Don't Mind Customers	😐
RATA-RATA INDUSTRI		industri	82,500	86,781	86,449			
8	Maybank Syariah	98,833	92,796	77,734	84,363	-	Mostly Don't Mind Customers	😐
9	CIMB Niaga Syariah	97,750	78,039	84,699	84,006	-	Mostly Don't Mind Customers	😐
10	Tanya OCBC	92,583	88,068	80,020	83,690	-	Mostly Don't Mind Customers	😐
11	Mega Syariah Call	94,083	83,739	81,210	83,256	-	Mostly Don't Mind Customers	😐
12	Call Center Bank Sumsel Babel	91,250	69,990	81,487	79,014	-	Mostly Don't Mind Customers	😐
13	PDSB Call	93,417	63,979	76,457	74,409	-	Mostly Don't Mind Customers	😐

CARRE CC-CX Rating						
	1	Mostly Happier To Few Elated Customers			 7	Mostly Not Happy Customers
	2	Mostly Happier To Few Blissful Customers			 8	Mostly Discontentment Customers
	3	Mostly Happier To Few Delighted Customers	 6	Mostly Don't Mind Customers	 9	Mostly Dissatisfaction Customers
	4	Mostly Happier Customers			 10	Mostly Resentment Customers
	5	Mostly Happy Customers			 11	Mostly Scar Customers



HOME OWNERSHIP CREDIT SERVICES

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Halo BCA	96,708	92,110	94,149	93,793	Exceptional	Mostly Happy Customers	😊
2	BTN Call	98,542	85,310	92,097	90,705	Exceptional	Mostly Happy Customers	😊
3	Info Bank Jatim	96,917	82,278	93,648	90,564	Exceptional	Mostly Happy Customers	😊
4	BJB Call	95,000	89,329	88,971	89,681	Excellent	Mostly Don't Mind Customers	😐
5	Maybank Customer Care	97,292	88,653	86,724	88,360	Excellent	Mostly Don't Mind Customers	😐
6	PermataTel	99,417	77,687	90,732	87,687	Excellent	Mostly Don't Mind Customers	😐
7	Phone Banking CIMB Niaga	98,292	74,030	92,704	87,661	Excellent	Mostly Don't Mind Customers	😐
8	Hello Danamon	99,500	85,458	85,845	87,094	Excellent	Mostly Don't Mind Customers	😐
9	Mandiri Call	93,708	82,758	86,710	86,225	Excellent	Mostly Don't Mind Customers	😐
10	Tanya OCBC	91,708	80,300	87,809	85,946	Excellent	Mostly Don't Mind Customers	😐
11	BNI Call	97,458	75,412	88,042	85,194	Excellent	Mostly Don't Mind Customers	😐
12	UOB Call Center	95,875	74,068	88,527	84,924	Excellent	Mostly Don't Mind Customers	😐
RATA-RATA INDUSTRI		96,352	76,749	86,364	84,478			😐
13	Halo KB Bank	94,917	80,602	84,660	84,468	-	Mostly Don't Mind Customers	😐
14	Contact BRI	99,458	74,133	84,882	83,115	-	Mostly Don't Mind Customers	😐
15	Mega Call	96,000	74,533	84,318	82,551	-	Mostly Don't Mind Customers	😐
16	Call Center Panin	94,875	73,326	83,187	81,398	-	Mostly Don't Mind Customers	😐
17	Bank Sinarmas Care	96,542	74,117	78,837	79,191	-	Mostly Don't Mind Customers	😐
18	Bank DKI Call Center	97,167	56,591	85,973	78,278	-	Mostly Don't Mind Customers	😐
19	HSBC	94,625	68,895	78,078	76,978	-	Mostly Don't Mind Customers	😐
20	Graha Call	93,042	45,397	71,381	65,752	-	Mostly Not Happy Customers	😞

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😐 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😞 11	Mostly Scam Customers





PERSONAL LOAN SERVICES

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Halo BCA	95,792	94,554	92,759	93,601	Exceptional	Mostly Happy Customers	😊
2	Maybank Customer Care	97,417	89,762	93,935	93,031	Exceptional	Mostly Happy Customers	😊
3	PermataTel	99,125	78,964	95,621	90,974	Exceptional	Mostly Happy Customers	😊
4	Hello Danamon	99,792	83,699	92,495	90,586	Exceptional	Mostly Happy Customers	😊
5	Halo KB Bank	96,500	84,321	91,608	89,911	Excellent	Mostly Don't Mind Customers	😐
6	BNI Call	96,958	75,116	91,049	86,860	Excellent	Mostly Don't Mind Customers	😐
RATA-RATA INDUSTRI		96,847	77,957	89,024	86,486			
7	Mandiri Call	91,000	78,949	88,317	85,775	-	Mostly Don't Mind Customers	😐
8	Bank Sinarmas Care	95,917	78,758	87,557	85,753	-	Mostly Don't Mind Customers	😐
9	Contact BRI	99,000	74,664	89,029	85,717	-	Mostly Don't Mind Customers	😐
10	Call Center Panin	96,333	72,399	90,203	85,475	-	Mostly Don't Mind Customers	😐
11	Mega Call	96,250	73,714	87,720	84,371	-	Mostly Don't Mind Customers	😐
12	Phone Banking CIMB Niaga	99,250	75,418	85,812	84,038	-	Mostly Don't Mind Customers	😐
13	Tanya OCBC	94,375	53,891	92,103	80,867	-	Mostly Don't Mind Customers	😐
14	UOB Call Center	99,250	81,967	76,935	80,676	-	Mostly Don't Mind Customers	😐
15	HSBC	95,750	73,175	80,216	79,657	-	Mostly Don't Mind Customers	😐

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😐 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😐 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😐 6	Mostly Don't Mind Customers	😐 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😐 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😐 11	Mostly Scar Customers

EDC (ELECTRONIC DATA CAPTURE) SERVICES

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Halo BCA	97,083	90,975	96,038	94,624	Exceptional	Mostly Happy Customers	😊
2	Contact BRI	99,136	79,058	91,422	88,484	Excellent	Mostly Don't Mind Customers	😊
3	Hello Danamon	98,227	77,020	88,012	85,736	Excellent	Mostly Don't Mind Customers	😊
4	PermataTel	99,250	78,281	85,501	84,710	Excellent	Mostly Don't Mind Customers	😊
5	BNI Call	98,417	78,179	83,518	83,406	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		96,188	78,455	83,678	83,362			
6	Halo KB Bank	94,417	70,773	87,636	83,255	-	Mostly Don't Mind Customers	😊
7	Maybank Customer Care	97,583	90,750	71,940	80,147	-	Mostly Don't Mind Customers	😊
8	Mega Call	91,208	70,729	82,856	80,053	-	Mostly Don't Mind Customers	😊
9	Mandiri Call	92,250	76,754	77,825	78,946	-	Mostly Don't Mind Customers	😊
10	Phone Banking CIMB Niaga	94,167	74,238	71,840	74,792	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😬 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😬 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😬 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😬 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😬 11	Mostly Scar Customers		

SEKURITAS

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	BCA Sekuritas	96,833	91,981	95,647	94,666	Exceptional	Mostly Happy Customers	😊
2	BNI Sekuritas	98,542	85,067	95,098	92,433	Exceptional	Mostly Happy Customers	😊
3	Mandiri Sekuritas	97,083	73,846	90,134	85,942	Excellent	Mostly Don't Mind Customers	😊
4	Indo Premier Sekuritas	99,250	51,762	91,390	80,288	Excellent	Mostly Don't Mind Customers	😊
5	Mirae Asset Sekuritas	90,708	66,529	83,655	79,222	Good	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		94,556	61,040	84,223	78,301			
6	Deutsche Sekuritas	96,250	56,089	82,193	75,767	-	Mostly Don't Mind Customers	😊
7	CGS-CIMB Sekuritas	86,292	63,945	67,378	68,239	-	Mostly Not Happy Customers	😊
8	Phillip Sekuritas Indonesia	89,958	43,514	75,718	67,480	-	Mostly Not Happy Customers	😊
9	RHB Sekuritas	96,083	16,624	76,798	60,675	-	Mostly Not Happy Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😬 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😬 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😬 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😬 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😬 11	Mostly Scar Customers		

PLATINUM CREDIT CARD

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Halo BCA	97,250	95,552	98,964	97,769	Exceptional	Mostly Happier Customers	😊
2	PermataTel	98,750	93,896	91,713	93,072	Exceptional	Mostly Happy Customers	😊
3	Maybank Customer Care	96,417	94,940	90,217	92,254	Exceptional	Mostly Happy Customers	😊
4	BNI Call	95,542	85,279	91,903	90,279	Exceptional	Mostly Happy Customers	😊
5	Mandiri Call	87,800	86,215	92,144	89,931	Excellent	Mostly Don't Mind Customers	😊
6	Contact BRI	99,375	83,023	90,953	89,416	Excellent	Mostly Don't Mind Customers	😊
7	Tanya OCBC	94,625	89,137	88,194	89,120	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		95,956	85,560	89,454	88,936			
8	UOB Call Center	99,375	86,256	86,233	87,554	-	Mostly Don't Mind Customers	😊
9	Mega Call	96,708	82,216	87,816	87,025	-	Mostly Don't Mind Customers	😊
10	Phone Banking CIMB Niaga	98,333	79,642	87,963	86,504	-	Mostly Don't Mind Customers	😊
11	Hello Danamon	95,208	78,867	88,853	86,493	-	Mostly Don't Mind Customers	😊
12	HSBC	92,083	71,692	78,497	77,814	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😞 11	Mostly Scar Customers



REGULAR CREDIT CARD

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	PermataTel	99,708	93,592	93,850	94,359	Exceptional	Mostly Happy Customers	😊
2	Maybank Customer Care	97,458	94,213	93,137	93,892	Exceptional	Mostly Happy Customers	😊
3	Halo BCA	96,708	91,856	94,223	93,761	Exceptional	Mostly Happy Customers	😊
4	Contact BRI	99,542	84,869	95,322	92,608	Exceptional	Mostly Happy Customers	😊
5	Hello Danamon	98,167	84,252	93,955	91,465	Exceptional	Mostly Happy Customers	😊
6	BNI Call	97,083	80,563	95,073	90,921	Exceptional	Mostly Happy Customers	😊
7	UOB Call Center	98,000	87,592	89,241	89,622	Excellent	Mostly Don't Mind Customers	😐
8	Halo KB Bank	95,375	85,404	88,960	88,535	Excellent	Mostly Don't Mind Customers	😐
RATA-RATA INDUSTRI		95,929	83,998	88,903	88,134			
9	Phone Banking CIMB Niaga	96,958	78,736	88,601	86,477	-	Mostly Don't Mind Customers	😐
10	Mandiri Call	87,292	83,958	86,386	85,748	-	Mostly Don't Mind Customers	😐
11	Mega Call	94,708	77,086	88,240	85,541	-	Mostly Don't Mind Customers	😐
12	Tanya OCBC	93,000	82,314	82,126	83,270	-	Mostly Don't Mind Customers	😐
13	HSBC	94,833	74,753	79,216	79,439	-	Mostly Don't Mind Customers	😐
14	Call Panin	94,167	76,785	76,310	78,238	-	Mostly Don't Mind Customers	😐

CARRE CC-CX Rating

😊 1	Mostly Happier To Few Elated Customers			😐 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😐 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😐 6	Mostly Don't Mind Customers	😐 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😐 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😐 11	Mostly Scar Customers

MULTIFINANCE

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Halo BCA (Finance)	96,250	94,844	98,211	97,005	Exceptional	Mostly Happier Customers	😊
2	Kontak ACC	96,667	81,436	92,047	89,326	Excellent	Mostly Don't Mind Customers	😐
3	Contact Center WOM Finance	98,833	87,419	87,239	88,453	Excellent	Mostly Don't Mind Customers	😐
4	Dering Adira Finance	97,500	87,290	86,360	87,753	Excellent	Mostly Don't Mind Customers	😐
RATA-RATA INDUSTRI		94,071	85,068	85,561	86,264			
5	BAF Care	96,792	80,990	85,886	85,508	-	Mostly Don't Mind Customers	😐
6	Maybank Finance	90,875	90,808	81,063	84,968	-	Mostly Don't Mind Customers	😐
7	Call Center OTO Credit Mobil	81,583	72,688	68,123	70,839	-	Mostly Don't Mind Customers	😐

CARRE CC-CX Rating

😊 1	Mostly Happier To Few Elated Customers			😐 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😐 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😐 6	Mostly Don't Mind Customers	😐 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😐 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😐 11	Mostly Scar Customers

LIFE AND HEALTH INSURANCE

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Hello Astra Life	100,000	99,708	99,331	99,511	Exceptional	Mostly Happier Customers	😊
2	Allianz Care	95,125	95,392	98,189	97,043	Exceptional	Mostly Happier Customers	😊
3	IFG Life	99,000	83,440	99,550	94,662	Exceptional	Mostly Happy Customers	😊
4	Halo BCA (BCA Life)	94,375	89,503	91,411	91,135	Exceptional	Mostly Happy Customers	😊
5	FWD Customer Care	96,417	87,754	90,369	90,189	Exceptional	Mostly Happy Customers	😊
6	Sequis Care	96,792	80,005	93,103	89,542	Excellent	Mostly Don't Mind Customers	😐
7	AIA Customer Care Line	94,417	82,194	92,003	89,301	Excellent	Mostly Don't Mind Customers	😐
8	Customer Care BNI Life	92,500	86,168	88,363	88,118	Excellent	Mostly Don't Mind Customers	😐
RATA-RATA INDUSTRI		95,571	83,671	87,827	87,355			😐
9	Layanan Contact Center PT Sun Life Financial Indonesia	96,708	77,584	89,939	86,909	-	Mostly Don't Mind Customers	😐
10	Asuransi Jiwa Generali Indonesia	96,708	79,631	88,674	86,764	-	Mostly Don't Mind Customers	😐
11	AXA Mandiri Call	98,125	83,458	86,304	86,632	-	Mostly Don't Mind Customers	😐
12	Equity Life Indonesia Contact Center	92,375	81,736	87,488	86,251	-	Mostly Don't Mind Customers	😐
13	Manulife Customer Contact Center	97,042	80,296	86,467	85,673	-	Mostly Don't Mind Customers	😐
14	Call BRI Life	97,292	78,935	86,983	85,600	-	Mostly Don't Mind Customers	😐
15	Garda Akses Asuransi Astra (Garda Medika)	95,167	85,304	83,939	85,471	-	Mostly Don't Mind Customers	😐
16	Prudential Customer Line	96,167	76,238	87,635	85,069	-	Mostly Don't Mind Customers	😐
17	Customer Care AXA Financial Indonesia	97,958	78,169	83,390	83,281	-	Mostly Don't Mind Customers	😐
18	Care Bhinneka Life	93,000	86,017	78,543	82,231	-	Mostly Don't Mind Customers	😐
19	MNC Life	94,292	84,510	77,690	81,397	-	Mostly Don't Mind Customers	😐
20	Chubb Life Care	90,292	80,375	78,625	80,317	-	Mostly Don't Mind Customers	😐
21	Call Center Avrist Assurance	93,250	80,665	76,380	79,353	-	Mostly Don't Mind Customers	😐

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😐 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😐 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😐 6	Mostly Don't Mind Customers	😐 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😐 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😐 11	Mostly Scar Customers

CAR INSURANCE

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Garda Akses Asuransi Astra	95,375	86,522	97,865	94,213	Exceptional	Mostly Happy Customers	😊
2	Halo BCA (BCA Insurance)	95,375	90,491	95,098	93,744	Exceptional	Mostly Happy Customers	😊
3	Call TIA	97,542	85,023	93,877	91,587	Exceptional	Mostly Happy Customers	😊
4	Zurich Autocilin	97,667	73,630	91,781	86,924	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		94,798	79,063	89,210	86,725			
5	Call Center Jasindo	95,125	74,933	89,775	85,857	-	Mostly Don't Mind Customers	😊
6	ACA Hotline	90,625	72,954	78,889	78,282	-	Mostly Don't Mind Customers	😊
7	24 Hour Customer Care Asuransi Sinar Mas	91,875	69,888	77,185	76,465	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😬 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😬 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😬 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😬 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😬 11	Mostly Scared Customers		

AUTOMOTIVE 4W

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Call Astra World	98,958	88,718	93,220	92,443	Exceptional	Mostly Happy Customers	😊
2	Toyota Customer Care	97,375	90,358	89,688	90,658	Exceptional	Mostly Happy Customers	😊
3	Call Center Hyundai Mobil Indonesia	98,833	75,841	94,536	89,357	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		98,092	82,553	90,735	89,016			
4	Halo Suzuki Mobil	97,125	75,841	94,222	88,998	-	Mostly Don't Mind Customers	😊
5	Honda Customer Care	98,167	82,006	82,006	83,622	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😬 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😬 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😬 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😬 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😬 11	Mostly Scared Customers		

AUTOMOTIVE 2W

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Honda Customer Care Center	95,833	81,291	94,965	90,950	Exceptional	Mostly Happy Customers	😊
2	Halo Suzuki	98,375	74,803	94,013	88,686	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		94,958	75,188	92,928	87,809			
3	Yamaha Contact Center	90,667	69,468	89,807	83,791	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers				😞 7	Mostly Not Happy Customers	
😊 2	Mostly Happier To Few Blissful Customers				😞 8	Mostly Discontentment Customers	
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers		😞 9	Mostly Dissatisfaction Customers	
😊 4	Mostly Happier Customers				😞 10	Mostly Resentment Customers	
😊 5	Mostly Happy Customers				😞 11	Mostly Scar Customers	

AIRLINE

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Contact Center Citilink Indonesia	98,417	73,516	93,552	88,027	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		95,542	72,217	89,468	84,900			
2	Layanan Garuda Call Center	97,417	71,910	87,938	84,078	-	Mostly Don't Mind Customers	😊
3	Call Center 24 Jam Sriwijaya Air	90,792	71,224	86,914	82,595	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers				😞 7	Mostly Not Happy Customers	
😊 2	Mostly Happier To Few Blissful Customers				😞 8	Mostly Discontentment Customers	
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers		😞 9	Mostly Dissatisfaction Customers	
😊 4	Mostly Happier Customers				😞 10	Mostly Resentment Customers	
😊 5	Mostly Happy Customers				😞 11	Mostly Scar Customers	



PUBLIC SERVICE

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	PT Jasa Marga Tollroad Operator	99,500	80,840	99,625	93,977	Exceptional	Mostly Happy Customers	😊
2	PLN	98,250	81,779	94,644	91,145	Exceptional	Mostly Happy Customers	😊
3	Contact Center Bandara	96,792	83,521	93,437	90,798	Exceptional	Mostly Happy Customers	😊
4	Pertamina Call Center	97,042	82,000	92,982	90,093	Exceptional	Mostly Happy Customers	😊
5	Contact Center PT Kereta Api Indonesia Persero	99,333	78,887	93,980	89,988	Excellent	Mostly Don't Mind Customers	😊
6	Layanan Contact Center Airport	99,750	77,520	94,338	89,834	Excellent	Mostly Don't Mind Customers	😊
7	BPJS Kesehatan Care Center	99,250	77,848	93,935	89,640	Excellent	Mostly Don't Mind Customers	😊
8	Call Center BPJS Ketenagakerjaan	96,667	75,104	94,798	89,076	Excellent	Mostly Don't Mind Customers	😊
9	Kring Pajak	96,000	76,765	93,003	88,431	Excellent	Mostly Don't Mind Customers	😊
10	Contact Center NTMC Polri	95,958	77,898	92,193	88,281	Excellent	Mostly Don't Mind Customers	😊
11	Contact Center PAM Jaya	97,417	78,440	91,565	88,212	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		96,616	74,432	92,691	87,848			
12	Hello DAMRI	96,000	55,638	90,928	80,848	-	Mostly Don't Mind Customers	😊
13	TransJakarta Call Center	84,042	47,250	81,875	71,704	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating

😊 1	Mostly Happier To Few Elated Customers			😬 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😬 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😬 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😬 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😬 11	Mostly Scar Customers

SMARTPHONE

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Samsung Contact Center	98,833	83,438	90,918	89,466	Excellent	Mostly Don't Mind Customers	😊
2	Call Center Apple Indonesia (Iphone)	96,333	77,000	90,695	87,150	Excellent	Mostly Don't Mind Customers	😊
3	Call Center Xiaomi	95,583	74,891	91,488	86,919	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		93,500	76,076	82,572	81,716			
4	Call Center Vivo	99,750	71,719	80,874	80,015	-	Mostly Don't Mind Customers	😊
5	Call Center Oppo	77,000	73,333	58,882	65,029	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating

😊 1	Mostly Happier To Few Elated Customers			😬 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😬 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😬 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😬 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😬 11	Mostly Scar Customers

ELECTRONIC HOUSEHOLD

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating
		ACCESS	SYSTEM & PROSEDUR	PEOPLE			
1	Samsung Contact Center	98,417	90,208	86,824	88,999	Excellent	Mostly Don't Mind Customers 😊
2	LG Customer Service	98,167	85,240	88,396	88,426	Excellent	Mostly Don't Mind Customers 😊
3	Daikin Contact Center	98,583	75,458	92,999	88,295	Excellent	Mostly Don't Mind Customers 😊
RATA-RATA INDUSTRI		97,492	82,925	88,506	87,730		
4	Contact Center Panasonic	98,708	82,076	87,900	87,234	-	Mostly Don't Mind Customers 😊
5	Sharp Customer Care Center	93,583	81,643	86,413	85,699	-	Mostly Don't Mind Customers 😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😞 11	Mostly Scar Customers		

COURIER

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating
		ACCESS	SYSTEM & PROSEDUR	PEOPLE			
1	Customer Care JNE	99,500	81,281	91,196	89,052	Excellent	Mostly Don't Mind Customers 😊
2	J&T Express	98,167	82,988	86,311	86,499	Excellent	Mostly Don't Mind Customers 😊
3	SICEPAT	90,042	71,870	85,697	81,983	Excellent	Mostly Don't Mind Customers 😊
4	FedEx	95,333	63,391	88,927	81,907	Excellent	Mostly Don't Mind Customers 😊
5	Lion Parcel	95,625	74,008	82,769	81,426	Excellent	Mostly Don't Mind Customers 😊
RATA-RATA INDUSTRI		95,429	70,588	86,139	81,326		
6	TNT Express Customer Service	93,792	66,137	84,781	80,089	-	Mostly Don't Mind Customers 😊
7	Customer Service Hotline Tiki	91,333	62,599	83,027	77,729	-	Mostly Don't Mind Customers 😊
8	Customer Service DHL Express	98,500	34,950	92,206	74,985	-	Mostly Don't Mind Customers 😊
9	HALOPOS	99,375	31,800	94,383	72,568	-	Mostly Don't Mind Customers 😊
10	UPS	92,625	61,501	72,089	70,966	-	Mostly Don't Mind Customers 😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😞 11	Mostly Scar Customers		

TELECOMMUNICATION

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Customer Service Telkomsel	98,167	90,625	91,090	91,233	Exceptional	Mostly Happy Customers	😊
2	Contact Center Indosat	95,583	81,917	92,489	90,191	Exceptional	Mostly Happy Customers	😊
3	Customer Care Smartfren	96,417	82,500	89,515	89,851	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		96,142	83,882	89,523	88,606			😊
4	3 Care	94,208	87,979	89,429	85,960	-	Mostly Don't Mind Customers	😊
5	Customer Service XL	96,333	76,392	85,094	85,797	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😬 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😬 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😬 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😬 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😬 11	Mostly Scar Customers		

INTERNET

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Call Center Indihome	97,417	88,875	88,388	89,437	Excellent	Mostly Don't Mind Customers	😊
2	Call Biznet Network	95,000	85,000	87,843	87,706	Excellent	Mostly Don't Mind Customers	😊
3	24- Hour Customer Care CBN	95,292	78,333	90,807	87,513	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		96,049	82,262	83,519	84,395			
4	First Media	96,750	87,843	80,553	84,360	-	Mostly Don't Mind Customers	😊
5	Indonet One Call	99,167	73,694	79,827	79,921	-	Mostly Don't Mind Customers	😊
6	Centrin Online	92,667	79,827	73,694	77,431	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers			😬 7	Mostly Not Happy Customers		
😊 2	Mostly Happier To Few Blissful Customers			😬 8	Mostly Discontentment Customers		
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😬 9	Mostly Dissatisfaction Customers		
😊 4	Mostly Happier Customers			😬 10	Mostly Resentment Customers		
😊 5	Mostly Happy Customers			😬 11	Mostly Scar Customers		

ONLINE SHOPPING

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Customer Care Blibli.com	99,417	76,000	93,614	88,910	Excellent	Mostly Don't Mind Customers	😊
2	Lazada	97,333	78,750	91,478	88,245	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		98,111	81,483	89,073	87,700			
3	Shopee	97,583	89,699	82,126	85,944	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers				😞 7	Mostly Not Happy Customers	
😊 2	Mostly Happier To Few Blissful Customers				😞 8	Mostly Discontentment Customers	
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers		😞 9	Mostly Dissatisfaction Customers	
😊 4	Mostly Happier Customers				😞 10	Mostly Resentment Customers	
😊 5	Mostly Happy Customers				😞 11	Mostly Scar Customers	

LABORATORIUM

No	CALL CENTER	DIMENSI			CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ACCESS	SYSTEM & PROSEDUR	PEOPLE				
1	Prodia	97,625	87,923	98,200	95,060	Exceptional	Mostly Happier Customers	😊
RATA-RATA INDUSTRI		92,200	71,064	76,422	76,393			
2	Kimia Farma	97,958	65,728	72,798	73,193	-	Mostly Don't Mind Customers	😊

CARRE CC-CX Rating							
😊 1	Mostly Happier To Few Elated Customers				😞 7	Mostly Not Happy Customers	
😊 2	Mostly Happier To Few Blissful Customers				😞 8	Mostly Discontentment Customers	
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers		😞 9	Mostly Dissatisfaction Customers	
😊 4	Mostly Happier Customers				😞 10	Mostly Resentment Customers	
😊 5	Mostly Happy Customers				😞 11	Mostly Scar Customers	



EMAIL CUSTOMER SERVICE
BFI (BANKING - FINANCE - INSURANCE)

No	EMAIL Customers SERVICE	KPI		CCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ENABLING	ENJOYING				
1	customercare@maybank.co.id	96,063	98,925	98,066	Exceptional	Mostly Happier Customers	😊
2	halobca@bca.co.id	98,875	97,542	97,942	Exceptional	Mostly Happier Customers	😊
3	care@bhinnekalife.com	96,208	95,545	95,744	Exceptional	Mostly Happier Customers	😊
4	Contactus@allianz.co.id	100,000	93,759	95,631	Exceptional	Mostly Happier Customers	😊
5	care@bni-life.co.id	96,792	94,773	95,379	Exceptional	Mostly Happier Customers	😊
6	care@permatatabank.co.id	98,333	93,703	95,092	Exceptional	Mostly Happier Customers	😊
7	salamuamalat@bankmuamalat.co.id	81,375	95,248	91,086	Exceptional	Mostly Happy Customers	😊
8	mandiricare@bankmandiri.co.id	82,083	94,620	90,859	Exceptional	Mostly Happy Customers	😊
9	btncontactcenter@btn.co.id	81,354	89,391	86,980	Excellent	Mostly Don't Mind Customers	😊
10	bnicall@bni.co.id	79,125	89,407	86,322	Excellent	Mostly Don't Mind Customers	😊
11	cs@asuransiastra.com	81,729	87,297	85,626	Excellent	Mostly Don't Mind Customers	😊
12	hellodanamon@danamon.co.id	96,958	78,001	83,688	Excellent	Mostly Don't Mind Customers	😊
13	customercare.id@fwd.com	95,563	76,294	82,075	Excellent	Mostly Don't Mind Customers	😊
14	callbri@bri.co.id	83,813	80,905	81,777	Excellent	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		84,754	80,499	81,775			
15	customer@axa-financial.co.id	84,354	80,546	81,689	-	Mostly Don't Mind Customers	😊
16	bafcs@baf.id	80,104	80,471	80,361	-	Mostly Don't Mind Customers	😊
17	sli_care@sunlife.com	84,500	78,319	80,173	-	Mostly Don't Mind Customers	😊
18	14041@cimbniaga.co.id	71,854	81,504	78,609	-	Mostly Don't Mind Customers	😊
19	Nobucall@nobubank.com	79,583	77,378	78,040	-	Mostly Don't Mind Customers	😊
20	customerserviceID@manulife.com	94,417	70,229	77,485	-	Mostly Don't Mind Customers	😊
21	id.customer@aia.com	96,750	68,702	77,116	-	Mostly Don't Mind Customers	😊
22	care@banksinarmas.com	67,771	81,034	77,055	-	Mostly Don't Mind Customers	😊
23	customer@axa-mandiri.co.id	88,479	71,331	76,476	-	Mostly Don't Mind Customers	😊
24	customer-service@avrist.com	87,000	71,391	76,073	-	Mostly Don't Mind Customers	😊
25	cs@oto.co.id	74,542	76,602	75,984	-	Mostly Don't Mind Customers	😊
26	customer.idn@prudential.co.id	85,771	69,382	74,298	-	Mostly Don't Mind Customers	😊
27	care@sequislife.com	70,354	75,300	73,817	-	Mostly Don't Mind Customers	😊
28	info@mnc-insurance.com	85,313	68,270	73,383	-	Mostly Don't Mind Customers	😊
29	lancar@car.co.id	67,396	72,776	71,162	-	Mostly Don't Mind Customers	😊
30	wcare@wom.co.id	64,958	70,204	68,630	-	Mostly Not Happy Customers	😞
31	customer_care@ifg-life.id	79,958	61,490	67,031	-	Mostly Not Happy Customers	😞
32	cust-aca@aca.co.id	69,583	60,674	63,346	-	Mostly Not Happy Customers	😞

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😞 11	Mostly Scar Customers

EMAIL CUSTOMER SERVICE

NON BFI

No	EMAIL Customers SERVICE	KPI		CESEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ENABLING	ENJOYING				
1	customer.care@blibli.com	96,750	83,378	87,389	Excellent	Mostly Don't Mind Customers	😬
2	customer.care@astra-honda.com	96,521	83,363	87,310	Excellent	Mostly Don't Mind Customers	😬
3	customerservice.id@dhl.com	80,563	89,569	86,867	Excellent	Mostly Don't Mind Customers	😬
4	pln123@pln.co.id	82,896	86,776	85,612	Excellent	Mostly Don't Mind Customers	😬
5	customerservice@xl.co.id	97,167	78,536	84,126	Excellent	Mostly Don't Mind Customers	😬
6	pcc135@pertamina.com	86,867	82,083	83,519	Excellent	Mostly Don't Mind Customers	😬
7	cs@im3.id	93,792	78,768	83,275	Excellent	Mostly Don't Mind Customers	😬
8	customer@id.zalora.com	80,479	81,019	80,857	Excellent	Mostly Don't Mind Customers	😬
9	cs@kai.id	68,563	84,271	79,558	Good	Mostly Don't Mind Customers	😬
10	customer-care@toyota.astra.co.id	70,000	81,536	78,075	Good	Mostly Don't Mind Customers	😬
RATA-RATA INDUSTRI		79,582	76,293	77,280			
11	CustomerCare@telkom.co.id	86,104	73,244	77,102	-	Mostly Don't Mind Customers	😬
12	customerservice@astraworld.com	80,667	75,408	76,986	-	Mostly Don't Mind Customers	😬
13	customer.care@mncvision.id	79,354	75,832	76,889	-	Mostly Don't Mind Customers	😬
14	3Care@three.co.id	84,938	73,176	76,705	-	Mostly Don't Mind Customers	😬
15	customer.care@jne.co.id	79,500	73,506	75,305	-	Mostly Don't Mind Customers	😬
16	cs@telkomsel.co.id	72,245	76,250	75,048	-	Mostly Don't Mind Customers	😬
17	customer.service@linknet.co.id	79,646	71,622	74,029	-	Mostly Don't Mind Customers	😬
18	care@transvision.co.id	69,188	71,635	70,901	-	Mostly Don't Mind Customers	😬
19	customer.care@bluebirdgroup.com	65,807	69,188	68,173	-	Mostly Don't Mind Customers	😬
20	sc@assarent.co.id	72,979	61,741	65,112	-	Mostly Don't Mind Customers	😬
21	contact_center@yamaha-motor.co.id	62,917	65,807	64,940	-	Mostly Not Happy Customers	😬
22	customer.care@lionairgroup.com	63,854	61,741	62,375	-	Mostly Not Happy Customers	😬

CARRE CC-CX Rating					
1	Mostly Happier To Few Elated Customers			7	Mostly Not Happy Customers
2	Mostly Happier To Few Blissful Customers			8	Mostly Discontentment Customers
3	Mostly Happier To Few Delighted Customers	6	Mostly Don't Mind Customers	9	Mostly Dissatisfaction Customers
4	Mostly Happier Customers			10	Mostly Resentment Customers
5	Mostly Happy Customers			11	Mostly Scar Customers

ONLINE CHAT SERVICE

No	CHAT SERVICES	KPI			OCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ENGAGING	HUMAN TOUCHING	NAVIGATING				
1	Livechat Bank Sinarmas Care	97,469	92,234	95,469	94,575	Exceptional	Mostly Happy Customers	😊
2	Garda Oto	93,600	96,104	93,333	94,495	Exceptional	Mostly Happy Customers	😊
3	Halo BCA Chat	98,850	95,000	90,969	94,158	Exceptional	Mostly Happy Customers	😊
4	BNI Online Chat	98,054	87,424	88,781	90,093	Exceptional	Mostly Happy Customers	😊
5	Live chat AXA Mandiri	85,567	82,333	81,500	82,647	Excellent	Mostly Don't Mind Customers	😐
6	Tanya Yuna (ACC)	87,996	83,297	72,813	80,043	Excellent	Mostly Don't Mind Customers	😐
7	Veronika (Telkomsel)	83,196	83,438	66,000	76,414	Good	Mostly Don't Mind Customers	😐
8	Garuda Indonesia	84,029	80,406	68,302	76,289	Good	Mostly Don't Mind Customers	😐
9	CIMB Niaga	82,198	75,487	72,917	75,801	Good	Mostly Don't Mind Customers	😐
10	Sequis LiveChat	76,167	86,732	54,250	71,626	Good	Mostly Don't Mind Customers	😐
11	Wardah	80,513	81,953	55,958	71,267	Good	Mostly Don't Mind Customers	😐
12	Lion Air Group	79,969	77,958	59,594	71,015	Good	Mostly Don't Mind Customers	😐
13	Citilink (LINKA)	79,188	79,417	57,333	70,538	Good	Mostly Don't Mind Customers	😐
RATA-RATA INDUSTRI		74,801	71,278	63,533	68,885	-		😐
14	JNE (JONI)	73,379	81,917	51,682	68,115	-	Mostly Don't Mind Customers	😐
15	Zalora	75,542	77,250	54,656	67,871	-	Mostly Don't Mind Customers	😐
16	Tiki	78,750	70,065	53,688	65,251	-	Mostly Don't Mind Customers	😐
17	Muamalat	63,283	59,563	36,250	50,982	-	Mostly Not Happy Customers	😞
18	BPJS Ketenagakerjaan	52,958	44,229	21,667	36,950	-	Mostly Discontentment Customers	😡

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😐 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😞 11	Mostly Scar Customers





X SERVICES

BFI (BANKING - FINANCE - INSURANCE)

No	X SERVICES	KPI			XSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ENGAGING	HUMAN TOUCHING	NAVIGATING				
1	@GardaOto	82,125	85,547	78,417	82,010	Excellent	Mostly Don't Mind Customers	😊
2	@HaloBCA	84,808	85,156	74,375	80,774	Excellent	Mostly Don't Mind Customers	😊
3	@mandiricare	91,065	84,326	71,875	80,693	Excellent	Mostly Don't Mind Customers	😊
4	@kontakBRI	87,652	76,591	70,573	76,396	Good	Mostly Don't Mind Customers	😊
5	@PermataBank	76,346	71,615	78,750	75,415	Good	Mostly Don't Mind Customers	😊
6	@BankMuamalat	70,573	71,615	76,875	73,510	Good	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		76,225	72,327	71,096	72,614	-		
7	@infobankbjb	70,625	68,294	76,875	72,193	-	Mostly Don't Mind Customers	😊
8	@HSBC_ID	88,867	73,297	61,776	71,803	-	Mostly Don't Mind Customers	😊
9	@AdiraFinanceID	79,167	70,573	66,927	70,833	-	Mostly Don't Mind Customers	😊
10	@AllianzID	70,625	66,927	73,423	70,265	-	Mostly Don't Mind Customers	😊
11	@as_sinarmas	70,573	73,423	66,908	70,247	-	Mostly Don't Mind Customers	😊
12	@ifglife	76,875	71,875	64,844	70,063	-	Mostly Don't Mind Customers	😊
13	@OCBC_Indonesia	74,375	70,573	66,908	69,868	-	Mostly Don't Mind Customers	😊
14	@MaybankID	70,573	62,500	76,875	69,865	-	Mostly Don't Mind Customers	😊
15	@acconeid	71,615	73,423	62,500	68,692	-	Mostly Not Happy Customers	😞
16	@bank_dki	61,776	66,908	72,917	68,285	-	Mostly Not Happy Customers	😞
17	@bank_jatim	70,984	66,908	68,294	68,278	-	Mostly Not Happy Customers	😞
18	@BNI	73,423	62,336	70,625	67,869	-	Mostly Not Happy Customers	😞

CARRE CC-CX Rating								
	1	Mostly Happier To Few Elated Customers			7	Mostly Not Happy Customers		
	2	Mostly Happier To Few Blissful Customers			8	Mostly Discontentment Customers		
	3	Mostly Happier To Few Delighted Customers		6	Mostly Don't Mind Customers		9	Mostly Dissatisfaction Customers
	4	Mostly Happier Customers				10	Mostly Resentment Customers	
	5	Mostly Happy Customers				11	Mostly Scar Customers	

X SERVICES
NON BFI

No	X SERVICES	KPI			XSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ENGAGING	HUMAN TOUCHING	NAVIGATING				
1	@AstraHondaCare	79,088	84,375	79,427	81,338	Excellent	Mostly Don't Mind Customers	😊
2	@JNECare	74,735	84,979	76,583	79,572	Good	Mostly Don't Mind Customers	😊
3	@PTJASAMARGA	70,359	75,521	87,500	79,280	Good	Mostly Don't Mind Customers	😊
4	@BlibliCare	76,060	82,240	75,521	78,316	Good	Mostly Don't Mind Customers	😊
5	@IndonesiaGaruda	82,850	71,049	82,547	78,009	Good	Mostly Don't Mind Customers	😊
6	@Citilink	71,049	70,304	87,500	77,332	Good	Mostly Don't Mind Customers	😊
7	@pln_123	89,033	82,281	63,995	76,317	Good	Mostly Don't Mind Customers	😊
8	@KAI121	75,521	79,333	70,359	74,981	Good	Mostly Don't Mind Customers	😊
9	@myXLCare	42,733	79,000	86,589	74,782	Good	Mostly Don't Mind Customers	😊
10	@Telkomsel	66,125	82,031	70,359	74,181	Good	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		73,749	74,998	71,084	73,182			
11	@pertamina	66,667	76,583	70,359	72,110	-	Mostly Don't Mind Customers	😊
12	@smartfrenicare	82,758	82,422	56,474	72,110	-	Mostly Don't Mind Customers	😊
13	@PosIndonesia	67,406	74,168	68,980	70,741	-	Mostly Don't Mind Customers	😊
14	@3CareIndonesia	75,596	64,013	74,782	70,637	-	Mostly Don't Mind Customers	😊
15	@SamsungID	80,594	86,260	49,427	70,394	-	Mostly Don't Mind Customers	😊
16	@Bluebirdgroup	85,806	76,443	54,844	69,676	-	Mostly Don't Mind Customers	😊
17	@IndosatCare	85,481	75,857	54,969	69,426	-	Mostly Don't Mind Customers	😊
18	@FirstMediaCares	66,406	64,479	71,049	67,493	-	Mostly Don't Mind Customers	😊
19	@MNCVisioncare	70,304	58,362	70,048	65,425	-	Mostly Not Happy Customers	😞
20	@SriwijayaAir	66,406	50,260	70,359	61,529	-	Mostly Not Happy Customers	😞

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😞 11	Mostly Scar Customers

WHATSAPP

No	WHATSAPP SERVICES	KPI			WCSEI 2025	Grade Kategori	CARRE CC-CX Rating	
		ENGAGING	HUMAN TOUCHING	NAVIGATING				
1	WhatsApp BCA	92,500	99,438	99,859	98,219	Exceptional	Mostly Happier Customers	😊
2	gardaoto.com	78,157	98,474	93,797	92,540	Exceptional	Mostly Happy Customers	😊
3	WhatsApp Sabrina	75,764	95,615	86,281	87,911	Excellent	Mostly Don't Mind Customers	😊
4	Tiket.com Customer Care	74,771	94,758	86,370	87,405	Excellent	Mostly Don't Mind Customers	😊
5	Danamon Chat	75,827	90,956	84,797	85,466	Excellent	Mostly Don't Mind Customers	😊
6	WhatsApp Tanya OCBC	74,277	86,286	87,219	84,258	Excellent	Mostly Don't Mind Customers	😊
7	BNI	74,906	88,510	84,307	84,108	Excellent	Mostly Don't Mind Customers	😊
8	Nobu Bank	74,184	83,776	74,729	78,239	Good	Mostly Don't Mind Customers	😊
9	Triva-3 Indonesia	71,518	84,089	73,438	77,314	Good	Mostly Don't Mind Customers	😊
10	Lifia by IFG Life	74,608	83,557	72,089	77,180	Good	Mostly Don't Mind Customers	😊
11	Tugu Insurance Assistance (TIA)	67,755	83,693	70,807	75,351	Good	Mostly Don't Mind Customers	😊
12	HokBen	65,036	83,096	71,578	74,877	Good	Mostly Don't Mind Customers	😊
RATA-RATA INDUSTRI		65,275	83,569	69,783	74,396			
13	Citilink / Tanya Linka	69,214	87,174	64,073	74,342	-	Mostly Don't Mind Customers	😊
14	Garuda Indonesia	71,165	81,456	66,323	73,345	-	Mostly Don't Mind Customers	😊
15	Lion Parcel	46,296	90,878	60,875	69,960	-	Mostly Don't Mind Customers	😊
16	bank bjb	46,010	85,635	65,984	69,850	-	Mostly Don't Mind Customers	😊
17	McDonald's Indonesia	63,933	78,487	62,359	69,125	-	Mostly Don't Mind Customers	😊
18	Bank Mandiri	62,189	81,229	57,516	67,936	-	Mostly Don't Mind Customers	😊
19	IM3	62,428	85,010	48,922	66,058	-	Mostly Don't Mind Customers	😊
20	SiCepat Ekspres	46,673	80,932	59,016	65,314	-	Mostly Don't Mind Customers	😊
21	PANDAWA	52,952	78,669	47,318	60,985	-	Mostly Not Happy Customers	😞
22	KEYLA	34,542	53,505	46,943	47,088	-	Mostly Discontentment Customers	😞

CARRE CC-CX Rating					
😊 1	Mostly Happier To Few Elated Customers			😞 7	Mostly Not Happy Customers
😊 2	Mostly Happier To Few Blissful Customers			😞 8	Mostly Discontentment Customers
😊 3	Mostly Happier To Few Delighted Customers	😊 6	Mostly Don't Mind Customers	😞 9	Mostly Dissatisfaction Customers
😊 4	Mostly Happier Customers			😞 10	Mostly Resentment Customers
😊 5	Mostly Happy Customers			😞 11	Mostly Scar Customers