

**DEVELOPMENT OF A SALESFORCE DASHBOARD FOR QUALITY
CONTROL AND USER COMPLIANCE PROFILING IN CASE
MANAGEMENT PROCESSES**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

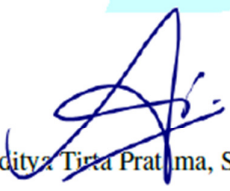

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ABSTRACT

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PT UTS is a leading heavy equipment distributor in Indonesia that provides *After-Sales Service* (ASS) through the *UT Guaranteed Product Support* (UT GPS) program. These services are managed using a Salesforce-based Case Management system, which requires accurate, consistent data that complies with standard operating procedures (SOP). However, several issues remain, including data entry errors, low user compliance, and limited integrated data quality monitoring. This study aims to develop a Salesforce-based dashboard to support data quality control and user compliance monitoring in the case management process. The system was developed using the *waterfall* method, with requirements analysis conducted through *focus group discussions*. System testing shows that functional testing, data accuracy, and UAT each achieved 100%; the average UEQ score was >2 with variance of 0.46–0.75 within acceptable limits and an excellence benchmark category; and the data quality monitoring lead time decreased from 36.9 minutes to 3.5 minutes. These results confirm that the dashboard can present data quality and user compliance information in real time and efficiently, thereby simplifying monitoring, improving SOP compliance, and supporting continuous data quality control and case management performance.

Keywords: Salesforce Dashboard, Data Quality Control, User Compliance, Case Management.

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ABSTRAK

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PT UTS merupakan distributor alat berat terkemuka di Indonesia yang menyediakan layanan *After Sales Service* (ASS) melalui program *UT Guaranteed Product Support* (UT GPS). Layanan tersebut dikelola menggunakan sistem *Case Management* berbasis Salesforce yang memerlukan data yang akurat, konsisten, dan sesuai dengan standar operasional prosedur (SOP). Namun, dalam implementasinya masih ditemukan permasalahan berupa kesalahan input data, rendahnya tingkat kepatuhan pengguna, serta keterbatasan pemantauan kualitas data secara terintegrasi. Penelitian ini bertujuan untuk mengembangkan dashboard berbasis Salesforce sebagai alat pengendalian kualitas data dan pemantauan kepatuhan pengguna dalam proses manajemen kasus. Pengembangan sistem menggunakan metode *waterfall*, dengan analisis kebutuhan yang dilakukan melalui *focus group discussion*. Pengujian sistem menunjukkan uji fungsional, akurasi data, dan UAT masing-masing mencapai 100%; nilai rata-rata UEQ >2 dengan varian 0,46–0,75 dalam batas wajar serta benchmark kategori excellence; dan lead time pemantauan kualitas data turun dari 36,9 menit menjadi 3,5 menit. Hasil ini menegaskan bahwa dashboard mampu menyajikan informasi kualitas data dan kepatuhan pengguna secara real-time dan efisien, sehingga mempermudah monitoring, meningkatkan kepatuhan SOP, serta mendukung pengendalian kualitas data dan kinerja manajemen kasus secara berkelanjutan.

Kata kunci: Dashboard Salesforce, Pengendalian Kualitas Data, Kepatuhan Pengguna, Manajemen Kasus.

Aman Priyanto



LEMBAR PERSEMBAHAN

Saya mendedikasikan thesis ini untuk kedua orang tua dan keluarga kecil saya, rekan-rekan kerja, management perusahaan serta para dosen yang telah membimbing dan memberi support studi saya sampai tahap sekarang ini.



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