Development of Information System Customer Relationship Management At Koperasi Pegawai dan Pensiunan PT.Pos Indonesia (KOPPOS)

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ABSTRAK

Koperasi pegawai dan Pensiunan PT.Pos Indonesia (KOPPOS) is a cooperative effort manifold cooperative and has several business units such as savings and loans unit and the unit shop. The situation that exists today is the chairman of the cooperative to experience difficulties in approach KOPPOS members, marketing and sale of products to the members as chairman KOPPOS not optimal in approaching members of KOPPOS, marketing and sale of products to members

By applying the concept of CRM (Customer Relationship Management), KOPPOS can approach by identifying members by members of segmentation. The purpose of the segmentation process is to determine the behavior of members of members and implementing a strategic approach KOPPOS members as well as marketing and promotion of the right products so profitable for the cooperative. Segmentation model RFM (Recency, frequency, and monetary) based on recency, frequency, and monetary policy. Mechanical grouping members of the last transaction by transaction carried out, the number of transactions made within a certain period and the average total purchases made within a certain period.

Based on test results, applications built already reached the goal of helping KOPPOS chairman of doing business approach members of KOPPOS, marketing and sale of products to members. Decision making is carried out after the process of analysis, modeling, and evaluation of the data stored in the database to generate a mutually beneficial relationship between the cooperative and its members.

Kata Kunci : KOPPOS, CRM, segmentasi, RFM.

1. INTRODUCTION

koperasi pegawai dan pensiunan pt.pos indonesia is a cooperative that manifold business cooperatives and had several business units as savings and loan unit and units shop . koperasi pegawai dan pensiunan pt.pos indonesia own have more or less a thousand two hundred members derived from employees and retirees pt.pos indonesia

Based on interviews with mother yanti as accounting of koperasi pegawai dan pensiunan PT.Pos Indonesia that was given the job of head of cooperatives employees and retirees pt.pos indonesia to obtain mentor on this research . The state of being existing at the present time is chairman of the cooperative experienced difficulty in making an approach , marketing and product promotion to their members is caused by a lack maximum chairman of koperasi pegawai dan pensiunan PT.Pos Indonesia in performing business approach , marketing and product promotion to their members namely by doing only closer look at each meeting the end of the year and marketing as well as product promotion only in are conducting around a shop course when in fact its members it consists of retirees and active employees who works not only in central office in the way cilaki, but also the headquarters of which there are in bandung , and the head of cooperatives rely solely on personal awareness of their members course

Things have led to the cooperatives can can bring the whole members and the the members were not get info about activities in the cooperative and products that offer in units of the activities of a cooperative and at the end of his affect the lack of income more obtained by cooperatives.One evidence koperasi pegawai dan pensiunan PT.Pos Indonesia difficult have income more namely removal of one business unit of unit rent-a-car in karenakan revenue cooperatives that lacking and requires cooperatives selling assets assets his car.

Head of cooperatives will hope with increasing approach and the provision of services info about the

product and promotion that is in business unit cooperatives to members will cause better relationship between cooperatives with members of , and be an attraction for prospective members and raise income received by koperasi pegawai dan pensiunan PT.Pos Indonesia .Based on the problems have shown above therefore is required a system customer relationship management which is a process in get , maintain and enhance the members in favor with the aim of creating value members , so that members of satisfied and maximize shareholder profit for the company obtains in order gained for excellence compete (comparative advantage) , see the quality of products to be able to provide satisfaction prima to members[1]. And penerapkan segmentation members and model rfm (recency, frequency, and monetary) on a system customer relationship management.Through this model cooperatives can identify on a member of potential by doing segmentation members.So as to be easily know behavior members in transact and exercise a proper marketing.

1.1 Customer Relationship Management

Customer relationship closely related to grades create a make customer closely related to 4p people--the product , ' , and the performance of people .Product or services at the heart of economic undertakings are the essence that must be provided the company with the quality of being high .While ' is the way to ensure that the system continues to work in an uneventful manner .The performance is our appointment to customer services that must be ditepati .Like the example in this research namely cooperatives must be able to increase kesejahterakan a member of .People which are how customers looked at employees as a person who can serve , competent , full of sense and chivalrous (freddy rangkuti , " measuring customer satisfaction")

Customer relationship management (crm) is a process in obtaining , maintain and enhance the customers who favor with the aim of creating value customers , so customers satisfied and maximize shareholder profit for the company obtains in order a gaining of the superiority compete (comparative advantage) , taking into account the quality of the product to be able to provide excellent satisfaction for all consumers 1 .To holding it up , a company must have a shrewd strategy .One point that affects keberlangsungkan a company is how its market-share remain attractive to customers .Hence there should have been management guidance and controlling the relationship between customers with the company .

1.2 Stages in CRM

The implementation of the concept of crm is organizes the process crm around member and not just on the internal function of company [4].There are three step in crm :

a. acquire is a stage acquire customers .Through this stage can provide a judgment to a company by judging a first impression of the company .When member having good judgment against the company , so the transaction will can run well .Acquired new promote over package and services offered .
b. enhance is a process which the company build a good relationship with member .By listening to complaints from member and accepts the suggestions of the member is one way that is effective in building relationships with member .
c. retain is part of under which the company tried to mampertahankan a relationship with a member , in other words get member and then maintain relations with them .To connect with a continuous and maintain ties with member , hence companies should using sight that uses member with the provision of the service and the application of supporters .

A company that ideal do crm is company want to optimize profit by means of organizes the process crm around member and not just on the internal function of company that can establish a closer relation and harmonious with customers .

1.3 Technology in CRM

The definition of a standard about crm technology components given by meta group in "the customer relationship management ecosystem" .this categorization aims to better understand how in place a strategy and CRM technology is Able to provide all the architecture thoroughly and .there are focused on customer service are the main three types of technology crm ie :

1. Operational crm , known as crm ‟fronts office”.Operational crm is an area where happened the relationship with consumers directly .Automation of the process that is integrated business that involves the front office customer touch points , as sales , marketing , and customer service , including of integration between the front office and back office , as management orders , automation and marketing

.With the development of information and communication technology developments , operational crm then also can be divided into two parts those are e-crm and m-crm.

2. Collaborative crm , is a form of expansion of crm traditional .Collaborative crm pertaining to management the relationship between stakeholders external , as supplier , distributor , and reseller .Main program of collaborative crm is enterprise portal based on infrastructure ekstranet and software management relations a partner (partner relationshiop management software) which provided access to to consumers , reseller , and business partner over the internet .
3. Analytical crm known as crm “back office” or “strategic” crm.Analytical crm usually associated with use of data effectively, efficient and strategic so that allows decision-making time for the management.Decision-making implemented after the through process of analysis, modeling, and evaluation of data stored at the base of data to produce a mutually beneficial hubunganyang employers and it has its consumers.An example of analytical crm is business intelligence as data at the warehouse, olap, data mining.

What is most important in understanding behavior people did not could make sense of only who are they (in this case customer profiling or segmentation but also their behavior and the pattern a pattern (pattern which they follow .Understanding behavior customers to be set as a process that dynamic and sustainable [3].

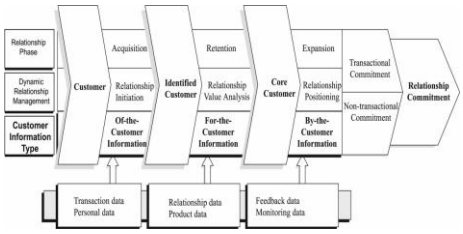
1.4 CRM Framework

Framework crm is persepektif customers and organization in the application of crm .One framework crm the dynamic crm .

1.4.1 Dynamic CRM

Research on framework crm done by chung-hoon park and young-gul kim , review connection information and marketing strategy , and make some kind of model that described association of "framework of dynamiccrm" [4].

Described that phase crm in a framework of a series of the process acquisition-retention-expansion .As a framework crm integrated grounded in tipe-tipe information on customers composed in decker according to the development of relations customers .



Gambar 1.1 Framework Dinamik CRM[4]

In the framework above imagined that there are three type of information pelanggan (customer information) .Among other:

1. **Of** – the -customer information (information on the customer) information with the personal and transaction data customers.Information in this category often known as a database marketing and the target of marketing.
2. **For** – the -customer information (information to the customer) information on products, services, and information company that are considered important by the subscribers.Information this could have been distributed through some media communication in the form of direct mail, auto response system, and the site of the internet.
3. **By** – the- customer information (information by the customer) information feedback nontransaksional from customers which includes complaint , proposal , claims , needs customers and others .This information usually be in the form of data customers expanded because information is very membantudalam interaction customers .In addition , because it contains complaint , the needs and advice , information this type can be applied to develop the .

As a broad outline , dynamic-crm actually depict a series phase to be done an organization in achieving management customers in accordance with the business main the company .Framework this can be taken pattern or model reference an organization in increase maturitas management their customers .Within the framework of the there are several phase among other:

1. **Relationship Initiation**

During the preparatory phase of initiation relationship with customers , organization conduct data collection of customers , usually with of admission to membership .After listing customers , organization can be concluded information about the offer what is appropriate for all consumers exists (

for-the-customer) .After a certain period of time customers are satisfied with what is offered organization , the relationship with customers can increased to core customer .At this stage the organization would be able to continue next phase which is crm .In this phase it happened the interaction of two directions between customers and organization .Subscribers will say what is needed in specific (by-the-customer) .This sort of thing opens an opportunity for an organization in order to offer products or new service to customers , increase of business process and satisfying core customer .

***2.* Relationship Value Analysis**

That crm more effective , should any relationship customers analyzed of both a good way customers or organization .There are two dimension in determine the value of any relationship that is value customers from the perspective of and the right customers from the perspective of organization .In this phase it happened relations psychologically between customers with an organization .Usually this is happening by the provision of discounts on customers when buy in large numbers , indirectly customer loyalty increased .

Customer value is a collection of benefit relationship favorable economically and psychological .Components and comprehensive evaluation methods relationship value use the model rfm .

***3.* Relationship Positioning**

Building a mutually beneficial relationship very important to keep of long-term relationships between customers and organization.In the implementation of the strategy building relationships mutually beneficial, organization maximize the right customers will automatically increase the value of customers.In addition to keep fair organization also must evaluate relationship with customers from the perspective of benefit or.If relationship like it goes on so between customer and organization will formed strong commitment good transactional and nontransactional and relations developing to the stage of relationship commitment. [10]

1.5 Customer Segmentation

According to kotler & amp; keller segmentation a market is define the market as either to in portions their respective .Segmentation market contains several consumer groups having the needs and the same desire order to be able to help determine the target to achieve by company . [3]

1.6 RFM Analysis (Resensi, Frekuensi, Moneter)

Rfm analysis is the process of analyze behavior customers.It is generally used in marketing database and direct marketing.Analysis rfm is a model calculation consisting of three attribute the domain see transactions customers based on of the last transaction / keterkinian (his review of), the number of transactions (a frequency), and nominal of a transaction (monetary).The purpose of rfm is to foresee behavior customers in the future (direct decision segmentation better.Hence, need to translate behavior customers in "number"so they could be used all the time 5.

Analysis rfm consisting of three dimensions, namely the recency, frequency, monetary.

1. Resensi

The recency of is measure value customers with see unmannerly customers pertaining to to the purchase of that he did most recently.Most important information that should not passed with regard to his review of is the date of purchase last, since the process rely on the date of purchase last, getting close the process of purchasing the last then consumers the loyal.

2. Frequency

Frequency is measure value customers with see unmannerly customers pertaining to with activities which transactions are conducted by customers in a period .A period that is in time span set , for example in the 2 years how the average which transactions are conducted by customers .The number of the purchase of customers affect the level of customer loyalty .

3. Monetary

Monetary is measure value customers with see behavior customers related to value of done by customers in a particular period .The higher value the purchase of the high levels of customer loyalty .

2. Research Contents

2.1 CRM Framework Analysis

Framework crm to be used in information system customer relationship management in the koperasi pegawai dan pensiunan pt.pos indonesia is framework dynamic crm .Described that phase crm in a framework of a series of the process acquisition-retention-expansion .As a framework crm integrated grounded in tipe-tipe information on a member of

composed in decker according to the development of relations members step in dynamic crm is presented in figure 2.3 .Within the framework of the there are several phase among other:

2.1.1 Relationship Initiation

At the initiation relationship with the members of the koperasi pegawai dan pensiunan PT.Pos Indonesia, cooperatives have conduct data collection of its members and data collection terhadapat transaction data its members.After recording members and which transactions are conducted members.koperasi pegawai dan pensiunan PT.Pos Indonesia can tell us about promotion and a supply goods what is right for its members it for-the-customer).The provision of information on bids goods that is in business unit shop in the form of the provision of information regarding the goods new and goods to be done through koppos website.

After a period of certain members are satisfied with what is offered by koperasi pegawai dan pensiunan pt.pos indonesia , the relationship with member can increased to core customer .At this stage koperasi pegawai dan pensiunan pt.pos indonesia be able to continue their next phase namely crm .In this phase it happened interactions among the members to koperasi pegawai dan pensiunan pt.pos indonesia.Members will say what is needed in specific (by-the-customer) through a system criticism suggestions will be operated for two of twenty-four hours .This sort of thing open opportunities for koperasi pegawai dan pensiunan pt.pos indonesia to offer products or serve are still in its members , increase of business process and satisfying core customer .

2.1.2 Relationship Value Analysis

Crm to more effective , should each of the links have been analyzed a member of both the point of view of good a member or cooperatives .There are two dimensions of determine the value of each of the links that is the value of a member of the point of view of cooperatives and the right of a member of the point of view of cooperatives .In this phase it happened is psychologically relations between members of to koperasi pegawai dan pensiunan pt.pos indonesia .Namely by the provision of rewards in the form of a parcel or vouchers for the members of the pulse if members did in making transactions in a specified number of , indirectly loyalty a member of increased.

Customer value used as a to do segmentation members.Segmentation members are practice divide member to in the group members similar to certain criteria relevant to marketing strategies.Segmentation members will help koperasi pegawai dan pensiunan pt.pos indonesia to determine marketing strategies right moment in order to satisfy its members.koperasi pegawai dan pensiunan pt.pos indonesia did not needs to provide same service to any member of the.koperasi pegawai dan pensiunan pt.pos indonesia should determines the priorities and choose a member of the most potential based on opportunities to the financial cooperatives own.

Methods used in segmentation members of this is the method rfm.A method of rfm described attribute the recency, frequency, and monetary.The context of each attribute defined as follows :

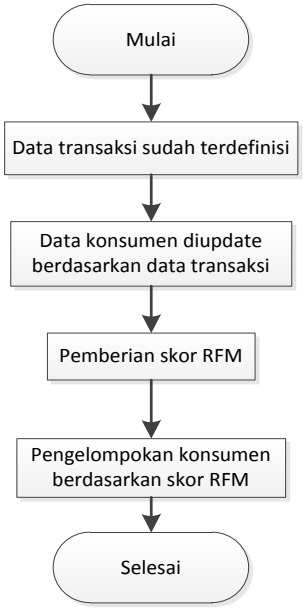
1. The domain attribute the recency of defined with the order months on the of the last transaction so maximum the points just 12 points.
2. The domain attribute frequency defined by the average number of transactions a member of within 1 years.By calculation any transaction happens to be in count 1 points.
3. The domain attribute monetary defined by average score the purchase members in 1 years, and then divided 50,000 (based 50,000 because basic saving is 50,000), so if a member of having value monetary 2.000.000, so point monetary too was 40.

Based on the results of the analysis rfm that has been done , then afterward is mengelompokan a member of berdasrkan point rfm .A member of arranged based on table 2.1

Tabel 2.1 Group Member

No	Group Member	Point
1	Most valuable customer	Poin >= 201
2	Most growable customer	101 <= poin <= 200
3	Below zeros	3 <= Poin <= 100

Rfm in the analysis of this , the phase that there would be explained in a flow chart the which already exist at the figure 2.1



Gambar 2.1 RFM analysis in a flow chart segmentation member

Based on flow chart above , can be seen that stage in the analysis rfm to segmentation members are:

1. **Transaction data must be defined in advance**

Hal ini sangat penting karena data transaksi adalah bahan untuk memberikan point pada setiap anggota.

2. **Data member update**

After transaction data already exists , so the next stage is data member there would be diupdate every day to get data of the last transaction , the number of of the last transaction , and the total the purchase last .

3. **Giving RFM poin**

After data members are well-defined , so the next stage is giving point recency , frequency , and monetary to any member of the based on the data of the last transaction , the average transactions , and the average the purchase in one transactions .For example the provision of point to members of , example data member that is can be seen in table 2.2

Tabel 2.2 data member in five month

Anggota	Transaksi terakhir	jumlah transaksi	Total bayar
TATI RAHAYU	2014-04-30	18	179500
BAMBANG WIDIYANTO	2014-04-21	4	112000
JUANDA	2014-05-21	3	1781500
SUKRATNINGSIH	2014-02-28	8	81000
IWAN SUGANDA	2014-05-22	1	500000
RANY TRESNAWATI	2014-05-22	62	5392400
SUSAN ROSIANNA	2014-04-21	8	92000
POPON MARYATI	2014-05-23	26	268000
CEVI BAYUKESUMA	2014-04-22	6	81000
OLIH SOLIHIN	2014-01-13	5	3194000
MULYADI RACHARJO, SE.	2014-01-20	1	1800000
KAMBALI	2014-04-10	1	1600000
DUDI DARAJAT	2014-04-10	2	2000000
SUPRAPTO	2014-05-26	31	1630500
ANDI RUSMANA	2014-04-07	11	148500
ASEP RAMDHANI S.	2014-04-28	6	239000
DIKY RACHMAN	2014-04-23	5	1069000
EKA SUNTARA	2014-05-16	1	3000000
MOHAMAD DIKDIK SOMANTRI	2014-05-23	39	804000
INDRA RIYADI	2014-05-16	5	165000

Table on the top is data member who have data needed in the analysis rfm or from the data tansaksi which has been performed within 5 bulan.tahap next is giving point rfm to any member to calculation there are in table 2.3

Tabel 2.3 Calculations in RFM Analysis

Anggota	Recency	Frequency	Monetary
TATI RAHAYU	4	18	179500 / 50000
BAMBANG WIDIYANTO	4	4	112000 / 50000
JUANDA	5	3	1781500 / 50000
SUKRATNINGSIH	2	8	81000 / 50000
IWAN SUGANDA	5	1	500000 / 50000
RANY TRESNAWATI	5	62	5392400 / 50000
SUSAN ROSIANNA	4	8	92000 / 50000
POPON MARYATI	5	26	268000 / 50000
CEVI BAYUKESUMA	4	6	81000 / 50000
OLIH SOLIHIN	1	5	3194000 / 50000
MULYADI RACHARJO, SE.	1	1	1800000 / 50000
KAMBALI	4	1	1600000 / 50000
DUDI DARAJAT	4	2	2000000 / 50000
SUPRAPTO	5	31	1630500 / 50000
ANDI RUSMANA	4	11	148500 / 50000
ASEP RAMDHANI S.	4	6	239000 / 50000
DIKY RACHMAN	4	5	1069000 / 50000
EKA SUNTARA	5	1	3000000 / 50000
MOHAMAD DIKDIK SOMANTRI	5	39	804000 / 50000
INDRA RIYADI	5	5	165000 / 50000

Based on the calculation of above , so point rfm obtained for each member can be seen in table 2.4

Tabel 2.4 Examples RFM point of four members

Anggota	Atribut RFM						Point akhir
	Recency		Frequency		Monetary		
	Transaksi terakhir	point	Jumlah transaksi	point	Total bayar	point	
TATI RAHAYU	4	4	18	18	179500	3.59	25.59
BAMBANG WIDIYANTO	4	4	4	4	112000	2.24	10.24
JUANDA	5	5	3	3	1781500	35.63	43.63
SUKRATNINGSIH	2	2	8	8	81000	1.62	11.62
IWAN SUGANDA	5	5	1	1	500000	10	16
RANY TRESNAWATI	5	5	62	62	5392400	107.848	174.848
SUSAN ROSIANNA	4	4	8	8	92000	1.84	13.84
POPON MARYATI	5	5	26	26	268000	5.36	36.36
CEVI BAYUKESUMA	4	4	6	6	81000	1.62	11.62
OLIH SOLIHIN	1	1	5	5	3194000	63.88	69.88
MULYADI RACHARJO, SE.	1	1	1	1	1800000	36	38
KAMBALI	4	4	1	1	1600000	32	37
DUDI DARAJAT	4	4	2	2	2000000	40	46
SUPRAPTO	5	5	31	31	1630500	32.61	68.61
ANDI RUSMANA	4	4	11	11	148500	2.97	17.97
ASEP RAMDHANI S.	4	4	6	6	239000	4.78	14.78
DIKY RACHMAN	4	4	5	5	1069000	21.38	30.38
EKA SUNTARA	5	5	1	1	3000000	60	66
MOHAMAD DIKDIK SOMANTRI	5	5	39	39	804000	16.08	60.08
INDRA RIYADI	5	5	5	5	165000	3.3	13.3

4. Grouping member

After members of the get point rfm each , next phase is mengelompokan members based on point rfm in accordance with the 3.1 thus , group of each member can seen in table 2.5

Tabel 2.5 grouping for each member

Anggota	Point akhir	Kelompok anggota
TATI RAHAYU	25.59	*Below zeros*
BAMBANG WIDIYANTO	10.24	*Below zeros*
JUANDA	43.63	*Below zeros*
SUKRATNINGSIH	11.62	*Below zeros*
IWAN SUGANDA	16	*Below zeros*
RANY TRESNAWATI	174.848	*Most growable customer*
SUSAN ROSIANNA	13.84	*Below zeros*
POPON MARYATI	36.36	*Below zeros*
CEVI BAYUKESUMA	11.62	*Below zeros*
OLIH SOLIHIN	69.88	*Below zeros*
MULYADI RACHARJO, SE.	38	*Below zeros*
KAMBALI	37	*Below zeros*
DUDI DARAJAT	46	*Below zeros*
SUPRAPTO	68.61	*Below zeros*
ANDI RUSMANA	17.97	*Below zeros*
ASEP RAMDHANI S.	14.76	*Below zeros*
DIKY RACHMAN	30.38	*Below zeros*
EKA SUNTARA	66	*Below zeros*
MOHAMAD DIKDIK SOMANTRI	60.08	*Below zeros*
INDRA RIYADI	13.3	*Below zeros*

2.1.3 Relationship Positioning

Building a mutually beneficial relationship very important to keep of long - term relationships between members of and koperasi pegawai dan pensiunan pt.pos indonesia.In the implementation of the strategy of building mutually beneficial relationships , koperasi pegawai dan pensiunan pt.pos indonesia maximize the is right members will automatically increase of the value of members.In addition to keep fair koperasi pegawai dan pensiunan pt.pos indonesia Also Evaluate relationship with a member of the point of view of benefit or.If relationship like it goes on so between members and koperasi pegawai dan pensiunan pt.pos indonesia good will formed strong commitment transactional and nontransaksional and relations developing to the stage of relationship commitment [10].

After conducting segementasi data on the members of the koperasi pegawai dan pensiunan pt.pos indonesia by using analysis rfm , then members of would have groups according to a transactions that we have made .

Strategy implemented in most valuable customer and most growable customer is in the form of a rewards that will be member can .The rewards that will be most valuable customer got is in the form of a parcel , voucher of shopping and vouchers pulse .While most growable customer will receive gift and shopping vouchers but with the quality of being berbeda.sedangkan for the members of which are at a group below zero marketing strategies executed is notice to improve the transaction .

Strategy for below zero to be applied after strategy for most valuable customer and most growable customer done .The step was taken to manage members actually deliver maximum profitability to koperasi pegawai dan pensiunan pt.pos indonesia .

Based on case in point that was found in table 2.5 , so any member of will seek treatment as on a table 2.6

Tabel 2.6 Examples of services based group member

Anggota	Kelompok anggota	Pelayanan
TATI RAHAYU	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
BAMBANG WIDIYANTO	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
JUANDA	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
SUKRATNINGSIH	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
IWAN SUGANDA	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
RANY TRESNAWATI	*Most growable customer*	Mendapatkan *reward* berupa bingkisan dan voucher belanja.
SUSAN ROSIANNA	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
POPON MARYATI	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
CEVI BAYUKESUMA	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
OLIH SOLIHIN	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
MULYADI RACHARJO, SE.	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
KAMBALI	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
DUDI DARAJAT	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
SUPRAPTO	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
ANDI RUSMANA	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
ASEP RAMDHANI S.	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
DIKY RACHMAN	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
EKA SUNTARA	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
MOHAMAD DIKDIK SOMANTRI	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi
INDRA RIYADI	*Below zeros*	Pemberitahuan untuk meningkatkan transaksi

And next is the problem of how Convey information about the strategies made you to members of.Because even as koperasi pegawai dan pensiunan pt.pos indonesia has implemented segmentation members , pendektan strategy , marketing strategies and product promotion that would Become less maximum if acre not passed on to members of.Hence is required a medium to spread information to members effectively.Which is a media can inform us Easily and members can know the information quickly intervening .

The delivery of information about a feature in over most effective can be doing to the creation of a system based on webiste and also use sms gateway .As for example a message to be delivered to members of can be seen in table 2.7

Tabel 2.7 examples of information group member

No	Kondisi	Isi Pesan
1	Anggota telah melakukan transaksi dan berada di kelompok *below zero*	[Koperasi pegawai dan pensiunan PT.Pos Indonesia] Terimakasih atas kepercayaan anda terhadap produk pada unit usaha kami. Tingkatkan terus transaksi anda di unit usaha Koperasi pegawai dan pensiunan PT.Pos Indonesia dan dapatkan reward menarik dengan bertransaksi dengan jumlah tertentu. Apabila ada yang kurang berkenan mengenai produk dan pelayanan kami, anda dapat menyampaikan keluhan anda di www.koppos.co.id.
2	Anggota telah melakukan transaksi dan berada di kelompok *most growable customer*	[Koperasi pegawai dan pensiunan PT.Pos Indonesia] Terimakasih atas kepercayaan anda terhadap produk pada unit usaha kami. Selamat anda mendapat reward berupa bingkisan dan voucher belanja 100rb dari KOPPOS. Tingkatkan terus transaksi anda di unit usaha Koperasi pegawai dan pensiunan PT.Pos Indonesia dan dapatkan reward reward lainnya Apabila ada yang kurang berkenan mengenai produk dan pelayanan kami, anda dapat menyampaikan keluhan anda di www.koppos.co.id.
3	Anggota telah melakukan transaksi dan berada di kelompok *Most valuable customer*	[Koperasi pegawai dan pensiunan PT.Pos Indonesia] Terimakasih atas kepercayaan anda terhadap produk pada unit usaha kami. Selamat anda mendapat reward berupa bingkisan,voucher belanja 100rb dan voucher pulsa 100rb dari KOPPOS. Tingkatkan terus transaksi anda di unit usaha Koperasi pegawai dan pensiunan PT.Pos Indonesia dan dapatkan reward reward lainnya Apabila ada yang kurang berkenan mengenai produk dan pelayanan kami, anda dapat menyampaikan keluhan anda di www.koppos.co.id.

3. CONCLUSION

After an analysis, design , and testing.It can be Obtained conclusion as follows :

1. Information system crm it may help head of koperasi pegawai dan pensiunan pt.pos indonesia to the approach to the members of the cooperative.
2. Information crm system it may help head of koperasi pegawai dan pensiunan pt.pos indonesia to marketing and product promotion .

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