ABSTRACT

INFORMATION SYSTEM OF

CUSTOMER RELATIONSHIP MANAGEMENT

(*CASE STUDY IN* PT. KENCANA BERLIAN MAKMUR)

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Large and powerful companies always build strong relationships with their customers, one by applying the concept of customer relationship management in business strategy. Customers are a valuable asset for any company. Therefore, companies try to maintain customer loyalty due to the existence of loyal customers will have an impact on the sustainability of their purchases of a product and services in a particular company and willingness to recommend products and services to other parties. These advantages make the company to design and build a business strategy that can create customer loyalty through a product or service offered, but at present the company is still less known customers in more detail.

Companies need an information system that can manage the relationship with the customer and apply the concept of customer relationship management that can be utilized in the customer care center at the corporate department.

Application of the concept of CRM in the company's business activities are expected to increase the number of customers in dealing with ways to apply the concept of CRM in the information system is built.

Keywords: Information system, Customer Relationship Management (CRM).