ABSTRACT

PT Citra Bumi Madani *is a consulting services company in the field of Information Technology, established in 1993. System service to customers mainly in the service of the petition and report service is still not optimal because the system is running still takes a long time in both customer service and making a report request. From it the difficulty encountered some obstacles in the customer contact the right company to help the problem, it takes a long time in preparing reports and customer growth in the service report, For that, we need a system that could handle the problem. Implementation objectives of this study was to determine the system that runs the service, making the design, testing and implementation of Customer Relationship Management Information System in* PT Citra Bumi Madani.

In the design of Customer Relationship Management Information System, the data collection methods used are observation and interview, the approach used is structured method of approach, method development system using model waterfall. Tools for analysis and design includes flowmap, context diagram, data flow diagrams relationship charts, entity relationship diagrams and data dictionary. PHP programming language used by the MySQL database

The results of this study is a Customer Relationship Management Information System in PT Citra Bumi Madani *is expected to assist the company in the face of obstacles that occur in the company. The system is built based website which is expected to accelerate the process of care, and more effective reporting.*

Keywords: crm, customer relationship management, information systems, customer relationship management information system