ABSTRACT

CV. Langgam Dimensi is a company that provides products and services architecture, market, building construction, interior design and furniture, this is one kind of business products and services that are highly loaded with locally, nationally, even globally competition. Now a day, the company are required to meet the needs and customer's wanting because customers are the source of company revenue. There are found conditions that occur on the CV. Langgam Dimensi and those are process of marketing, ordering, and customer service. These three conditions can be combined and will be an application that can improve customer satisfaction, and give the needs that are expected to encourage the company to serve our customers better known as the Electronic Customer Relationship Management (E-CRM). Electronic Customer Relationship Management (E-CRM) is not the only key to succeed in providing the best service, but the Electronic Customer Relationship Management (E-CRM) can also be useful as a convenience and improved quality of service to customers and Electronic Customer Relationship Management (E-CRM) is not a technology solution, but business solutions that supported by technology.

In designing this research, the method used is the approach (Object Oriented Analysis and Design), using Prototype development method, a tool used to design a system is UML (Unified Modeling Language), and the selected application in designing this applications using PHP and XAMPP database.

With the information system of electronic customer relationship management (E-CRM) the CV. Langgam Dimensi can do a better marketing and customer service in easy way so that customers will be loyal to the company, give the easy way to the customers in ordering product and service, see some information about the products and services are provided and can get customer service from the company.

Keyword: Information System, E-CRM, Customer Satisfaction, UML