ABSTRACT

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM DEVELOPMENT IN PT. EBDESK INDONESIA WEB-BASED

***By*:**

SANDI BARKAH KUSUMADITA

10108074

The business competition in software development field will increase when the accretion of businesses in that field increases annually. Ebdesk Indonesia and Co. Ltd. as a company which has long engaged in software development field needs to think how to make its business gain increased profit by adding new customers or maintaining the existing customers. One of the activities carried out by a company that is mengangani reservations and complaints from customers is done in a conventional manner via email and phone, this makes ordering data and complaints can not be fully utilized.

CRM is the website development process using the waterfall model of software, engineering analysis for the manufacture of software using structured analysis method, to illustrate the data model using ERD (Entity Relationship Diagram) and a functional model for use DFD (Data Flow Diagram). While the programming language used to create programs that use is PHP with MySQL database server. Activities undertaken to implement CRM concepts made by one company is providing web aquire specifically to serve customers who are already a member then enhance provide convenience in making reservations and complaints, and retain provide more for customers who are loyal to the company.

Therefore, by measuring customers' satisfaction and processing data of customers' complaint, the CRM system is expected to optimize performance of the company for handling customers' need and give suggestion to improve the produced software in order that the same complaint will not occur again. Besides that, it also can increase quality of the software in the future.

Keyword : CRM, customer satisfaction