ABSTRACT

DEVELOPMENT E-SERVICES WITH THE CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IN PDAM TIRTA RAHARJA BANDUNG REGENCY

by

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PDAM Tirta Raharja Bandung Regency is a water service provider of local enterprises in the region of Bandung Regency, Cimahi and Bandung Barat Regency. The process of demand for services performed customers by means of service come to the office, through email or phone. Customers still felt difficulty in customer service in form of reporting complaints, to knowing information billing, history billing, information service and monitoring complaint given. Besides, an clerk who receives complaints from customers finds it difficulty when will follow up the complaint because the data complaint given customers not complete. This prompted the company to develop service access via e-services.

E-services are constructed using the concept of Customer Relationship Management (CRM) in order to create a good interaction between companies and customers. Types of CRM that is applied to the e-services is Collaborative CRM. E-services is a web-based with method of analysis software using structured analysis method. Applications created with programming languages PHP and MySQL as a database.

Results of the research that has been done, E-services can make it easier for customers to report and monitor the complaint was submitted, facilitate related parts to follow up complaints, and presents the information history billing required by the customer and clerk.

Keywords: e-services, CRM, services, Collaborative.