ABSTRACT

DEVELOPMENT OF INFORMATION SYSTEM CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AT METRO LAUNDRY

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Metro Laundry is a business engaged in laundry service with a concept based on total weight (kg) or unit. Until 2015 Metro laundry has already 3 branches in bandung, including: Sukabirus, Dormitory Telkom, and Cikoneng as the center. The majority of customers Metro laundry is a student. However, Metro laundry has working for Hotel and dormitory in Bandung. In the utilization of information systems, Metro laundry use Microsoft Excel to process data transaction customer which used as a monthly report to the Manager by the Accounting section.

Customer Relationship Management (CRM) is a type of management that addresses the handling of the relationship between the company and the customers that can help companies in the process of customer management, so the company has good value in the view of the customers. A company must have an ingenious strategy to maintain its position. One Point that affect the sustainability of a company is how to keep its market share in demand by customers. Hence the need for management coaching and controlling the relationship between customer and company, one of which is a Customer Relationship Management.

Based on the problems described above are needed Customer Relationship Management Information System in Metro Laundry web-based in order to enable customers to access the system. The type is Analytical CRM, with expected to help provide solutions to the problems faced by Metro Laundry.

***Keyword**: Metro Laundry, Customer Relationship Management, Information System, Web-based Information System.*