ABSTRACT

DEVELOPMENT OF CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM IN PT. ARINDO PRATAMA

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PT. Arindo Pratama is a national company established in 1993 in Bandung. PT. Arindo Pratama as businesses that have long been in the field PPOB need to think about how to improve the long-term growth and profitability of the company. PT. Arindo Pratama still have problems in terms of service counters, the difficulty in determining the appropriate picture or design to maintain the counter, and also still lacks a way to attract new counters. The negative impact of the problem stems from the lack of a good relationship between the company and loketnya.

Pursuant to the problems that exist at present in PT. Arindo Pratama it needed a customer relationship management system development in PT. Arindo Pratama. CRM system is considered to allow companies to provide good services and determine potential counters with their functional potential counter counter distance by using the distance matrix function API, the functional grievance, can assist the company in determining the plan to maintain a loyal counter with the calculation loyalitasan customers with RFM method, and can assist companies in attracting new counter with the means to encourage and promote the company.

The results based on interviews that have been conducted show that the system can help companies to attract new counter, can help companies determine the counter potential, can help companies determine the level of keloyalitasan loketnya, can help to counter the delivery of proper promotion.

Keywords: customer relationship management, service counters, potential, loyal, RFM.