Donors Services Management In Mizan Amanah Foundation Using Customer Relationship Management (Crm) Approach

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ABSTRACT

Mizan Amanah Foundation Humanity is a social institution that focuses on education and empowerment programs for orphans and the poor. The service offers of the type donation which made briefly by Mizan Amanah Foundation cause the prospective donors less interested and do not get maximal information on the types of donations in Mizan Amanah Foundation. Donors which not grouped cause the service of provided is in accordance with the needs of the donor so that decrease the number of donors and transactions of donations that can be seen from the data donation of one year commencing from May 2014 to May 2015 and the impact the lack of funds amounting to 69% of the total financing needs budget foundation.

Based on the problems that occur in Mizan Amanah Foundation, solving solution is how the service management with the approaches of Customer Relationship Management (CRM). This service management using behavioral segmentation based on the level of donating donors and segmented using the average value (the mean). CRM approach using dynamic CRM framework phased, namely the phase relationship, dynamic relationship management and customer information type.

Based on the results of black box testing and beta testing, it can be concluded that the test system has been already passed in functionality and it has be able to assist the employees of Mizan Amanah Foundation in finding a solution to solve the problems of foundations and perform optimally service management.

Keywords: Customer Relationship Management (CRM), Segmentation Behavior, Dynamic Framework Customer Relationship Management (CRM), Service Management, Donor.

1. INTRODUCTION

Yayasan Amanah Mizan is a humanitarian social institutions that focus on education and empowerment programs for orphans and the poor. Amanah Mizan Foundation seeks to bring an effective program in order to provide the best service for both the donor and recipient parties compensation funds. Yayasan Amanah Mizan currently has 30 branches in Indonesia. The number of donors who entrust the distribution of funds to the Foundation Mizan Amanah approximately 60,000 donors, either from individual donors, groups, companies or institutions.

Based on the analysis of value chain that can be seen in Appendix F.2 and interviews with the father of Dodi Mulyana as Amanah Mizan Foundation Fundraising Manager said that the current main business activity conducted by the division of fundraising is doing the bidding service briefly types of donations to the donors. This resulted in prospective donors less interested and do not get information on the types of donations that Yayasan Amanah Mizan maximally impacting not maximal the process of adding new donors, also led to the establishment of a strong relationship after donors give donations for the first time.

Based on the report endowments in January 2015-February 2016 in annex D.3 shows a shortage of fund raising by 69% of the total budget needed. It shows that there is a problem in retaining donors in order to make the deal. The problems caused Yayasan Amanah Mizan has not determined the donor group for the provision of appropriate donor group. Those problems resulted in the services provided do not fit the needs of donors so that the number of donors and donations obtained by the foundation is reduced.

Customer Relationship Management (CRM) is a business strategy that consists of software and services designed to increase the gain (profit), income (revenue) and customer satisfaction (customer satisfaction). The trick is to help the various forms of companies to identify customers with precise, acquire more customers faster, and maintain the loyalty of its customers [1]. Customers are referred to in this case is the Mizan Amanah Foundation donors. Hence the need for management services in the donor data management for information systems and management control of the relationship between customers with the foundation,

one of which is the Customer Relationship Management.

Based on the problems that occur in Mizan Yayasan Amanah, solving solution is how the management of the service by using the approach of Customer Relationship Management (CRM). The system is expected to help achieve the target Amanah Mizan Foundation donation receipt is expected to establish good relations with donors.

Therefore the purpose of this thesis is the management of donor services at Mizan Foundation Amanah approach Customer Relationship Management (CRM).

The objectives to be achieved in the research and development management services Mizan Foundation donors at Amanah approach Customer Relationship Management (CRM) is:

1. Assist fundraising manager in the bidding process other types of donations to donors
2. Assist fundraising manager in the process of grouping donors to give donations recommendation service types based on groups of donors.

2. CONTENTS OF RESEARCH

2.1 Customer Relationship Management

Customer Relationship Management (CRM) is a customer relationship management, which is a type of management that discuss theories about the handling of the relationship between the company and its customers with the aim of increasing the company's value in the eyes of its customers.

2.2 Customer Segmentation

Customer Segmentation is the division of the market into specific customer groups that share similar characteristics.

Segmentation procedures there are three steps that can be seen in Figure 1

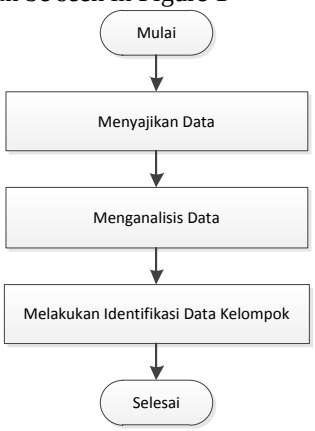


Figure 1 CRM Dynamic Framework

General overview explanation segmentation stage of the procedure can be seen in Table 1

Table 1 Segmentation Procedure Table

Steps	Description
Presenting Data	Presenting the data is the stage of exploration through focus group discussions or interviews to obtain information concerning the behavior of spending donations Mizan Amanah Foundation donors.
Analyzing Data	Analyzing the data is the phase of analysis of information obtained through the survey. Analysis can be done by applying factor analysis to examine which variables are correlated higher then apply cluster analysis to create or know groups that are significantly market have different characteristics.
Doing Identification Data Group	To identify the data group is a step to identify a profile of each cluster formed. These differences will be identified with each cluster based on behavior. Then each cluster is named based on the characteristics that stand out

This data analysis stage using the formula of the mean (average) as follows:

$$Mean : X = \frac{\sum x}{n} \quad (1)$$

Information:

X = mean or average
$\sum x$ = sum of all respondent data
N = sum of respondent

2.3 CRM Dynamic Framework

CRM framework for reviewing the link information and marketing strategies, and create a model described in "Framework of Dynamic CRM"

Described that phase of CRM (phase relationship) within the framework of a series Acquisition process-Retention-Expansion, respectively - each phase in the process can be explained as follows:

1. acquisition, the process of acquiring a new relationship is to get a new customer that can be realized in a variety of strategies.
2. Retention, retaining customer relationship is the phase where the organization is pursuing a strategy to retain customers by improving service.
3. Expansion is the time to establish a good relationship that has existed with the customer, always listen to customers and serve them better, create loyal customers with the product / service organization.

An integrated CRM framework based on the types of customer information is arranged in stratified according to the development of customer relations. Dynamic CRM Framework image can be seen in Figure 2

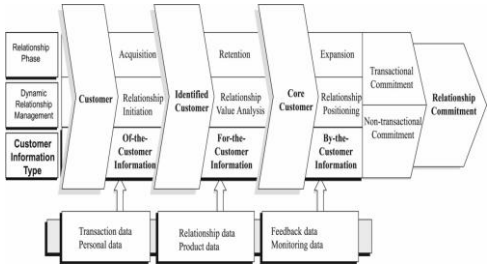


Figure 2 CRM Dynamic Framework

In the framework of the above described that there are three types of customer information (Customer Information Type), among others:

1. Of - the - Customer Information (information about customers) Information regarding personal data and customer transaction data.
2. For - the - Customer Information (information for customers) Information regarding products, services, and company information deemed important by customers.
3. By - the - Customer Information (information by customer) nontransaksional feedback information from customers which include complaints, proposals, claims, customer needs and others.

The framework can be considered a reference pattern or model of an organization in improving their customer management maturity. Within this framework there are several phases, among others:

1. Relationship Initiation

The initiation phase is the relationship with the customer, the organization collected data on customers.

2. Relationship Value Analysis

This phase analyzing every customer relationship from both the standpoint of either the customer or organization and psychologically there is connection between the customer and the organization.

3. Relationship Positioning

Relationship positioning is to build mutually beneficial relationships are very important for maintaining long-term relationships between customers and organizations.

2.4 SMS Gateway

Gateway can be defined as a bridge between one system to another system that is different, so it can happen a data exchange between systems. Thus, an SMS gateway can be interpreted as a liaison to the SMS data traffic, both sent and received.

2.5 Problem Analysis

A problem analysis is obtained based on the background that has been presented. Analysis of problems in this study as follows:

1. Manager fundraising Yayasan Amanah Mizan difficulties in determining the types of donation management service offerings to donors so that donors are less interested and less knowing full information types of donations Yayasan Amanah Mizan
2. Manager fundraising Yayasan Amanah Mizan difficulty in maintaining donor because it has not determined the donor group for the provision of appropriate donor group.

2.6 Analysis system CRM Using Framework of Dynamic CRM

The process of making CRM information systems to be built we need a framework as a reference so CRM features can be built properly. The framework will be built is the framework of Dynamic CRM which can be seen in Figure 3

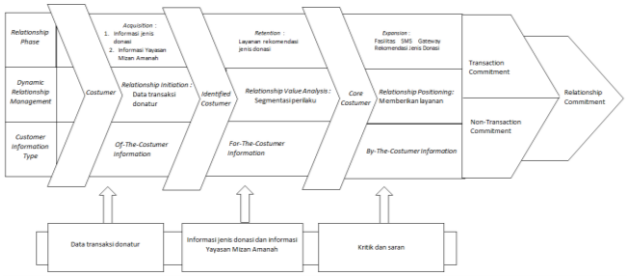


Figure 3 Dynamic CRM Framework is to be set

2.6.1. Relationship Phase

Phase CRM within a framework in the form of a series of processes Acquisition-Retention-Expansion.

1. **Stage Acquisition**

   Stage acquisition (acquisition) is a stage that is used to attract potential donors to join Amanah Mizan Foundation in cooperation with the foundation.

   a. Information Type Foundation donation

   This facility is used to simplify the way that donors and prospective donors in clear idea of what kind of information the foundation donation

   b. Information Foundation

   This facility is used to simplify the way donors and visitors in search of information about the foundation.

2. **Stage Retention**

   Phase retain (retention) is a stage that is used to retain customers by improving services to donors. Facilities to be built in stages ie retain the services on other types of donations Yayasan Amanah Mizan. This facility is the means used to make an offer to donate different types of donations by groups of donors

3. **Stage Expansion**

   Expansion stage (expansion) is a phase that is used to establish a good relationship with their large donors to service utilization Yayasan Amanah Mizan.

2.6.2. Dynamic Relationship Management

Process undertaken to achieve the commitment by donors to focus on stage Dynamic Relationship Management. The stages of the Dynamic Relationship Management as follows.

1. **Relationship Initiation**
   The initiation phase (initiation) that prepares the data needed for customer segmentation process transaction data in the form of donations of May 2014 - May 2015 (12 months) at the service office 6 (KP6 Klender).
2. **Relationship Value Analysis**
   At this stage, the process of customer segmentation of data already available.
   Market segmentation is used in customer segmentation is segmentation behavior. Customer segmentation process Yayasan Amanah Mizan there are three steps that can be seen in Figure 2.
   a. **Presenting Data Transaction Mizan Amanah Foundation Donation**
      The data will be analyzed is the 10 donors from a donation transaction data that has been defined for the calculation is based on transaction data donation period May 2014 - May 2015
   b. **Analyzing Data**
      Variables that have significantly different characteristics of the variable average donation donor expenditure (total transactions).
      Segmentation based on average expenditure middle limit donations donors needed to be limits on the data center of the group donate donation transaction total. Limit the average middle donor donation is determined based on the formula 1.
   c. Doing Identification Data Group
      Based on discussions with Amanah Mizan Foundation Fundraising Manager, there are provisions division of two groups based on the average expenditure donation donor, that donor group High (High Grade) and Low (Low End). The result of the calculation of average expenditure donors made donations limit value for the donor group Low (low grade), while for the group of donors High (high grade) starting from the limit value of the group Low (lower class).

3. Relationship Positioning

Based on discussions with Amanah Mizan Foundation Fundraising Manager, there is a provision of management services to the distribution of donor groups by type of donation.

Management services that apply to groups of donors High (high grade) is a service recommendations based on the types of donations that high prices kind donations such sacrifices. Management services that apply to groups of donors Low (low grade) is a service recommendations based on the types of donations that low price kind donations such as alms.

Segmentation of behavior that have been grouped into groups of donors, management services on other types of donations at the donor will be less than the maximum if no service is delivered directly to the donors. Therefore, the results of discussions with the Manager of Fundraising Yayasan Amanah Mizan there are provisions needed media to disseminate information and reminders to donate the latest types of donations effectively foundation donors. A medium that can deliver information easily and donors can know the information is cepat.dapat done by making webiste based systems and also using sms gateway.

2.6.3. Customer Information Type

In the framework of Dynamic CRM Framework illustrated that there are three types of customer information (Customer Information). The types of information, among others.

1. **Of – the - Customer Information**

Information on the donation transaction data in Mizan Amanah Foundation. Facilities that will be raised is the type of donation information, information on types of donations and information Yayasan Amanah Mizan.

2. **For - the – Customer Information**

Information on the types of donations, services, and information foundation that is considered important by the donor. This information is delivered via the website.

3. **By - the – Customer Information**

Nontransaksional feedback information to donors that includes SMS gateway on the type of donation. Sms gateway services on other types of donations is to convey information on the types of donations that are appropriate foundation donor group.

2.7 Broadcast Analysis

Customer relationship management information system in Yayasan Mizan Amanah built using web base system for *Manager Fundraising, Administrator Fundraising and Front office,* so they can access the system anywhere and anytime. This system maybe will developed for future, so the system may change or update. If the system build in desktop base, it could be the system will being use in different version and hard to be always integrated and consist. Broadcast analysis contains figure about how the system will run by internet and broadcast which using for sending message process is in figure 4

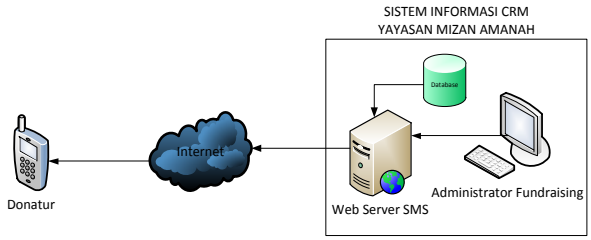


Figure 4 Broadcast Analysis of Yayasan Mizan Amanah

Bellow is description of Broadcast Analysis inYayasan Mizan Amanah

1. The message sending process start from the *Administrator Fundraising* who input information data in Information System CRM that contains system databases. Database connects with the system using PHP Program Language, after that it will proceed with connection to SMS web server and give the SMS as an output.
2. Then, server which provide SMS will connect the message to cloud or internet, and arrive to donator mobile.

2.8 Database Analysis

The database aimed to analyzing the data which will be using in the system and describe the data that needed for the good system base on the user needed. Database modeling is using entity relationship diagram (ERD), it described in Figure 5

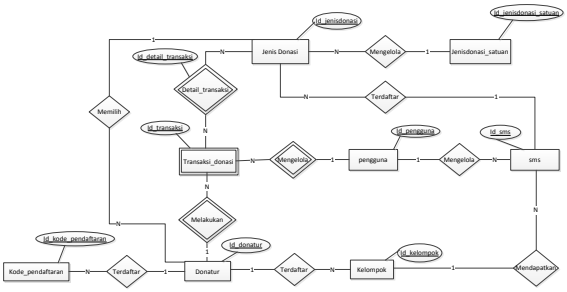


Figure 5 ERD

2.9 Front office Structure Menu

Front office Structure Menu is a structure menu which have function as manipulation of CRM system that will build. Front office Structure Menu of Administrator Fundraising shown bellow in Figure 6

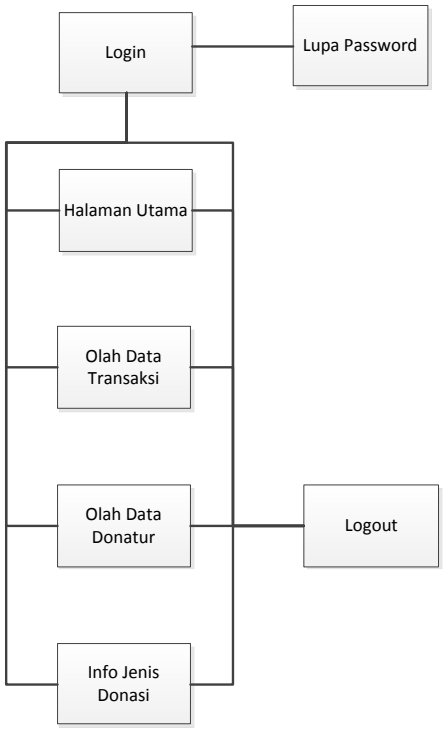


Figure 6 Front office Structure Menu Administrator Fundraising

2.10 Interface Design

Interface design is about the system interface which will build. Design is made base on the input and output from the system.

2.10.1 Interface Design of Login

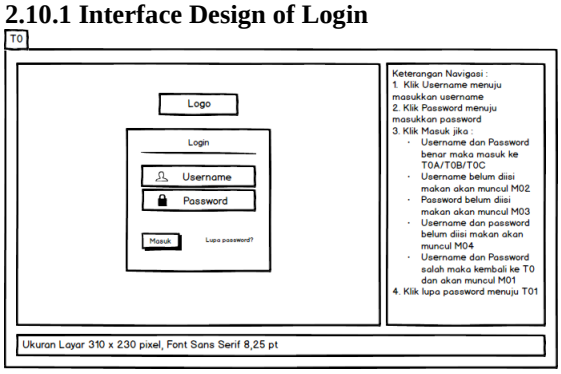


Figure 7 Interface Design of login

2.10.2 Interface Design Main Menu of Manager Fundraising

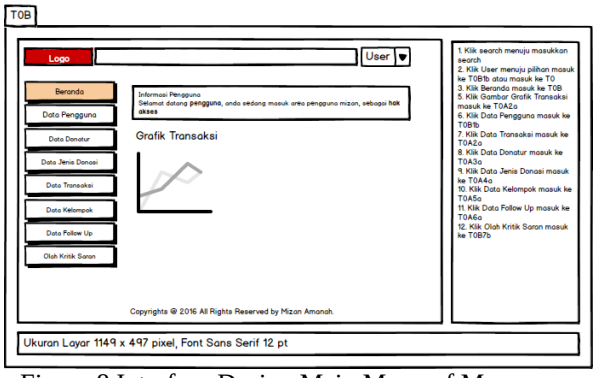


Figure 8 Interface Design Main Menu of Manager Fundraising

2.10.3 Interface Design Main Menu of Administrator Fundraising

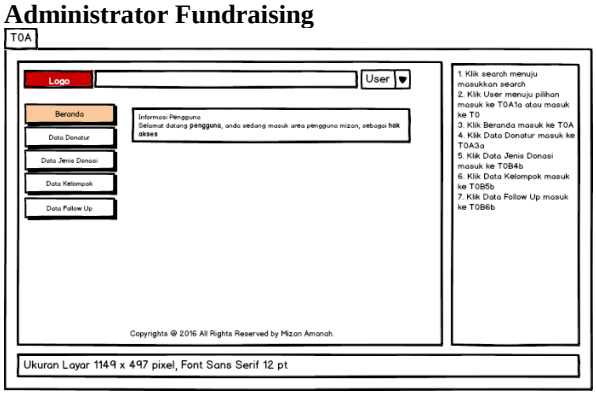


Figure 9 Interface Design Main Menu of Administrator Fundraising

2.10.4 Interface design of Frontoffice

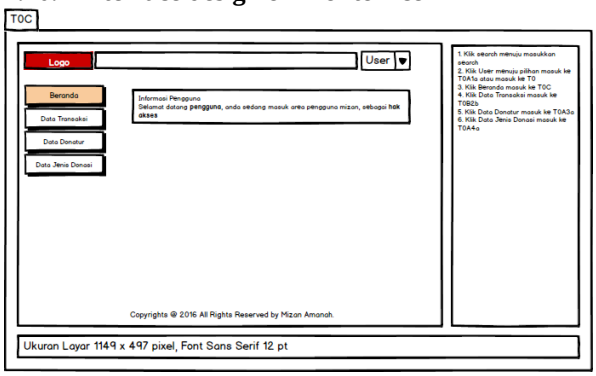


Figure 10 Interface design of Frontoffice

2.10.5 Interface design of User Data Manipulation

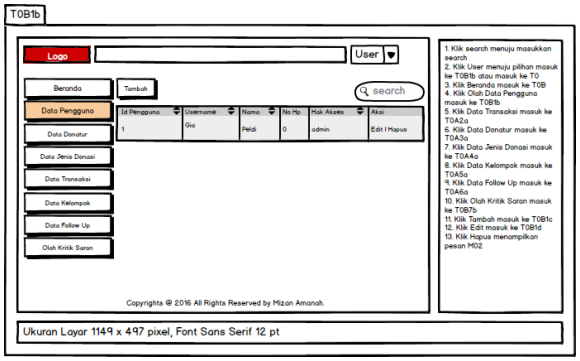


Figure 11 Interface design of User Data Manipulation

2.10.6 Interface design of Yayasan Profile

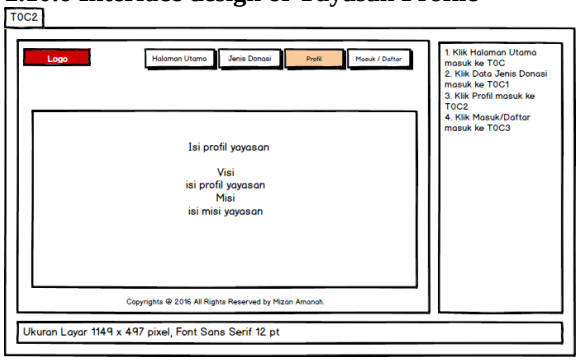


Figure 12 Interface design of Yayasan Profile

2.10.7 Interface design for Enter/Donature List

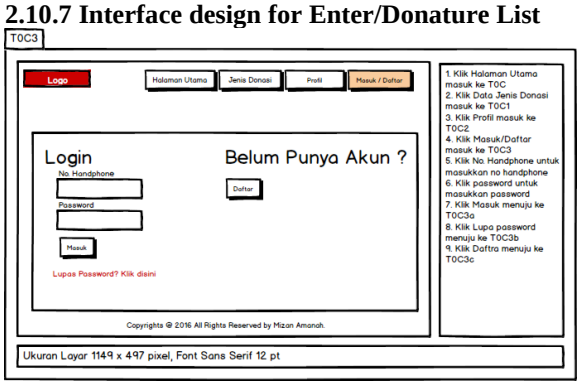


Figure 13 Interface design for Enter/Donature List

2.10.8 Interface design Forgot Password for donature

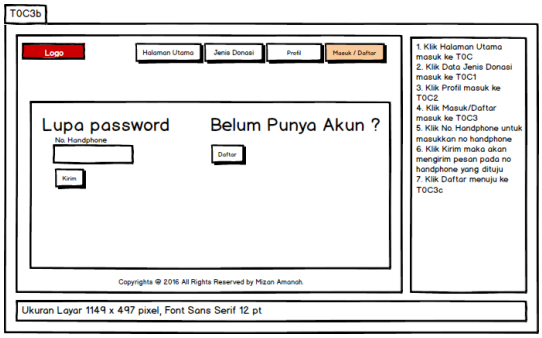


Figure 13 Interface design Forgot Password for donature

3. CLOSING

3.1 Conclusion

Based on the description and discussion of the analysis of testing has been done, it can be a conclusion to the customer relationship management Yayasan Amanah Mizan as follows:

1. Management of donor services with customer relationship management approach Mizan Yayasan Amanah is enough to help managers in making management services to provide information on the type of donations and gain new donors where donors who have less information related to the types of donations that kind donations get additional information so that each employee does not one of them had difficulty in providing services on other types of donations.

2. Customer relationship management at Mizan Foundation Amanah is enough to help employees of the problems associated with the donor, where these solutions overcome by grouping donors that donors get a recommendation types of donations corresponding group.

3.2 Suggestion

Based on the results that have been achieved in building the customer relationship management at Mizan Foundation Amanah, things are expected in the future can be developed more widely, among others:

1. The use of donor identity data more complete so that it can be used by all areas and to improve the accuracy of the process of finding the best solution.
2. The services criticisms and suggestions by-case analysis, so that the discussion on the criticisms and suggestions can be the best solution.

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