

ABSTRACT

APPLICATION OF CUSTOMER RELATIONSHIP MANAGEMENT BY DESIGNING APPLICATION FOR COMPANY

CARVEN PRATAMA

NPM: 1541343

The purpose of this Job Training is to find problems faced by the company PT. Kinta Nusakriya Persada during the implementation of Customer Relationship Management. After the survey was done, the writer discover that there are some unsatisfied customer from spreading the information of the change of the pricelist of the product from PT. Kinta Nusakriya Persada that led them some losses. The implementation of this job training from a period of July until October 2018. Method used in this job training implementation are starting from Observation, interview, strategy design, and implementation.

The application of Customer Relationship Management is being implemented by designing application with the purpose of bringing up-to-date information about the change of the pricelist that came with a feature of notification that came from every smartphone. This application is indirectly pump the customer satisfaction which can also increase the revenue of the company. This job training applied customer relationship management really well and can improve PT. Kinta Nusakriya Persada's customer satisfaction.

The output given to the company PT. Kinta Nusakriya Persada is the feeling of satisfaction with the service and the unwanted loss that will be experienced by the customer again. Also it will improve efficiency and effectiveness of work in the company by inputting data to the application and information can be directly received by customers with the notification feature on the smartphone.

Keyword : Customer Satisfaction, Customer Relationship Management, Customer Loyalty