

## ABSTRACT

Change of business focus from Product Centric become Customer Centric make a competition for all of manager in Service and Product Company to build a kind of system to handle the customer. Applying of Customer Relationship Management (CRM) method in braiding communication with customer is very effective in handling the customer which has been powerful, smart, and clever. CRM method is a facility to get knowledge of customer so that it could be assisted the manager of company in compiling the customer handling program. CRM application of this research result is representing development and evaluation of customer handling system which has been implemented in research target.

Research systematic way is start from antecedent study about the condition of company that gives possibility applying CRM system. Then, continued with scheme of CRM system and gathering of required data in course of scheme. Result of research will be analyzed by comparing the condition of existing system with proposal system. The analysis will become input for system development.

This research is going through some phase in recognition of existing condition of company. Phase *scheme of system* is started with identification of business and market condition. The output of this phase is the decision of management determination based on some types of CRM. Continued with *customer research* which is consist of segmentation, subdividing, and also gap analysis between customer and company, this phase will become rationale in formulating handling form. In next phase, company infrastructure is interrogated so that can accommodate applying of CRM system.

This customer handling system will improve the productivity process of customer handling which will also give the effect to the increasing of customer retention. The good system will give the good image in customer mind about the company and will improve the customer loyalty till the level that customer become the magnet in inviting the new customer.

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