

ABSTRACT

Strategy of marketing campaign that promise increasing clients and make-up of advantage from existing clients had been applied by many companies since years ago. But, a lot of them do not get expected result. On The Contrary, a lot of fund which must be prepared for the very big marketing campaign. Although the marketing campaign have been conducted over and over again, the program not really earn to draw attention from client. Ironically this matter exactly earn to have an effect in causing clients unsatisfiedness in epidemic number.

Instead to chosen client which good to marketing campaign, better chosen the way of campaigning which good to each client. With comprehending requirement and choice of each client in transacting, company earn to reach tender goals matching with the client desire. Practically, to comprehend the things, company require circumstantial information about client and prospect of good relation creation among client and company. Application of Client Data Management represent an appliance which can assist storage and present data of company client. Data that is needed for example : data of client profile, transaction data, and complain. Peripheral that is needed in designing this application such as: PHP as language scripting, Apache Web Server, and Mysql as database processor. And to present data from database used web browser.

Application of Client Data Management earn to note and present client data in the form of client profile, transaction data, and complain. This system then applicable to give information of accretion company client, accretion of transaction and client's expectation to company product. From result of the data processing, company management earn to take policy according to presented information.

Therefore, this application is applicable to assist and support company to distribute information to officer and company management. So that officer and management earn : (1) Recognizing whosoever of company client, (2) Knowing consumer expectation, and (3) Getting information of accretion of client and client transaction with company. But for the final decision in determining policy is pursuant to needed by the data of ripe consideration from management party.

Key Word : Client Data Management, Recognizing company client, Client Loyalty.