

Abstract

The rapid rate of technological development provides business opportunities to a company, so the implementation of technology in a business needs to be carefully planned in order to provide optimal results. Anugerah Satwa Pet Shop, Clinic, and Grooming is an animal clinic engaged in services and goods for this veterinary clinic requires a strategy that can provide more value than competitors in similar business. The customer is one of the assets in a business where if less attention, can cause loss of customers which result in decreased profitabilitas.

CRM (Customer Relationship Management) is a system that supports a company to provide services to customers in real time and establish relationships with each customer through the use of information about customers.

E-CRM (Electronic Customer Relationship Management) is any integrated CRM functionality in the internet, web browsers, computers that support marketing, sales, and operations involving customers.

Anugerah Satwa Pet Shop, Clinic, and Grooming will implement E-CRM to serve its customers. Implementation of E-CRM is expected to provide a mutually beneficial relationship between Animal Animal Pet Shop, Clinic, and Grooming and its customers, which aims to provide satisfaction to its customers.

This research is expected to help Anugerah Satwa Pet Shop, Clinic, and Grooming improve relationships with customers and able to manage customer data become more organized, so as to offer services and more appropriate to the customer.

Keywords: CRM, E-CRM, Customer, Implementation