ABSTRACT

DEVELOPMENT OF CRM MODULE ON APPLICATION
BACKPACKER TO MANAGE
CUSTOMER NEEDS

By

MUHAMAD IKHSAN LAISA

1202150084

The development of an increasingly advanced business world has led to increasingly fierce competition. One way to maintain the survival of a company is to maintain good relations with customers. A very tight business competition will greatly require strategic steps to deal with it. Every company should take advantage of this moment so that it can have added value so that it can continue to compete. One of the added value offered is the aspect of relationships with customers. likely a company has a good relationship with customers (CRM), these customers will be loyal to the products and services offered by the company. The BackInd (Backpacker Management System) application is an application designed to help tourists provide complete information about tourist attractions. In addition to providing complete information about tourist attractions, a traveler can buy tickets to go to tourist attractions. The problems faced are the difficulty of getting customers and also maintaining old customers. This is due to the absence of information to customers about the products or services offered and the absence of a system that can manage complaints from customers. To overcome these problems the development of the Customer Relationship Management (CRM) module is a solution to overcome these problems by adding web and mobile-based features. In this research, the application development method used is Rapid Application Development (RAD). The reason for choosing this method because it has several advantages such as relatively fast application development time, focus on

values that can be added value for software quality tailored to the needs of the user and the coding that is done so that it can be reused. The results of this study are to implement the CRM module in the Backind application so that prospective customers get information about the product that makes the customer interested in conducting transactions and a system that can manage complaints from customers.

Keyword: Application of CRM, Backind, Rapid Application Development (RAD)