

ABSTRACT

CV Karya Muda Digital is a company that provides information technology product solutions that can help people who want to expand their business network or other things. However, CV Karya Muda Digital does not yet have a good customer recording system, so the company needs to develop a CRM system that will help manage and improve relationships with customers. Both in terms of service to customer prospects. This research will design a module to manage and improve customer relationships using a CRM system that supports sustainable customer relationship management. The use of ERP allows companies to integrate all their business processes, including inventory management, financial management, production management, and customer management in the company. Things like this will make it easier for companies to manage and improve customer relationships. Not only that, this system also helps companies to introduce their products and services in making offers to customers and conduct customer prospecting to record potential customers. Based on research conducted using the Odoo application in the CRM module, email marketing and surveys using the quickstart method, the system was designed as a whole in accordance with the company's goals and needs, namely in the form of sending product offer emails, kanban boards for monitoring customer prospects and creating and sending feedback. customers for the performance results of projects that have been completed.

Keywords — *Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Quickstart Method, Odoo*