

The Analysis and Design of E-CRM Information Systems to Maintain Consumer Loyalty

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ABSTRACT

As companies grow, the understanding of the importance of consumer data and the opportunities for its use is becoming more diverse. The marketing strategy also developed, which initially used conventional methods to attract and retain consumers, turned into a systemized using E-CRM information system. This study aims to provide solutions to the company's problems to maintain the relationship between Nusantara Surya Sakti Company and consumers.

Keywords: Systems, Information, Consumers, Marketing, E-CRM.

1. INTRODUCTION

E-CRM stands for Electronic Customer Relationship Management and maybe a way for companies to draw in new clients and hold existing clients by fulfilling clients or advertising an assortment of offices to keep clients coming back and needing to rehash exchanges with the same company over the long term. Concurring [1], E-CRM employs computerized communication innovation to maximize deals to existing clients and drive the utilization of online administrations.

Along with the development of the company's awareness of the importance of consumer data, the opportunities for its use are increasingly diverse. Today, consumer data is not just a final evaluation material in a product sales period. The data will be used as a promotional tool in the future. All consumer data in the form of telephone numbers, email addresses, and rough data in the form of complaints and comments on social media will be collected to determine how consumer interest can be built. The term social media is shaped from two words, media and social [2], [3]. Media is deciphered as an implies of communication, whereas social has meaning as a social reality in which each individual can contribute to

society. This understanding is additionally affirmed by Durkheim (in [4], who states that media and any program are items of social forms.

Customer loyalty is notably declining due to the ease of finding various goods with the latest features by utilizing various social media technologies [5]]. CRM is a way to manage relationships between companies and customers in consuming products or services produced by companies [6].

The most goals of this inquire about are Give arrangements to issues faced by the company to preserve connections with shoppers at Nusantara Surya Sakti Company, so the relationship between shoppers and the company does not support conclusion after the item buy exchange is completed so that it can create more considerable benefits for the company.

2. METHODS

2.1. Research Stages

The method used in the design of this E-CRM information system is the prototype method. The prototype

method is a new paradigm in software development methods where this method is not only an evolution in the world of software development but also revolutionizes the old software development method, namely a sequential system commonly known as SDLC or waterfall development model.

In the Prototype Model, the prototype of the resulting software is then presented to the customer, and the customer is allowed to provide input so that the resulting software is genuinely following the wishes and needs of the customer.

2.2. Place and Time of Research

This research was conducted at Nusantara Surya Sakti Company, located at The Victoria Building Floor 5-6 Jl. Tomang Raya Kav. 35-37, RT.12/RW.5, Tomang, Kec. Grogol Petamburan, West Jakarta City, Special Capital Region of Jakarta 11440. A company that sells Honda motorcycles.

3. RESULTS AND DISCUSSION

3.1. Running System Analysis

At this organization, the issues are carried out and contain the details of the framework to be created. This is often to discover the shortcomings of the running system.

The frameworks running at Nusantara Surya Sakti Company includes:

- Getting consumers. Nusantara Surya Sakti Company conducts promotions through print advertising media, external advertising media such as billboards, banners, pamphlets, banners, boxcars, and social media such as Facebook, WhatsApp, and Instagram.
- Improving relationships with consumers. Nusantara Surya Sakti Company provides free motorbike service for three months for consumers who buy new motorbikes.
- Retaining customers. Nusantara Surya Sakti Company provides existing consumers with discounts and other attractive prizes.

The weaknesses of the current system at Nusantara Surya Sakti Company are:

- Huge promotional costs.
- Customers find it difficult to get a motorcycle product catalog that contains motorcycle specifications and motorcycle prices.
- They do not know the discount promotion held by Nusantara Surya Sakti Company.

Based on the analysis of the problems that occur, the researcher intended to implement a website-based E-

CRM information system where this system will provide solutions to Nusantara Surya Sakti Company, including:

- Reducing promotional costs, wider promotional reach, and customers can get information about Honda motorcycle products offered.
- Customers can see the process of buying a Honda motorcycle, from the booking process to delivery to destination.
- Customers can view their purchase history of Honda motorcycles (if they have bought a motorcycle more than once), payment history, and fines, if any.

3.2. Software Requirements Analysis

After analyzing the current framework, it is found some things that are anticipated to be satisfied by the E-CRM data framework, such as:

- Stage 1, acquiring new customers (acquire). It is hoped that by using the E-CRM information system, Nusantara Surya Sakti Company can provide detailed information about Honda motorcycle products to consumers, ask questions or provide criticism and suggestions.
- Stage 2, increasing customers' added value (enhance). By providing top service regarding the Nusantara Surya Sakti Company branch location, responding to criticism and suggestions from consumers, and responding to questions from consumers.
- Stage 3, retaining existing customers (retain). Nusantara Surya Sakti Company provides discounts for existing consumers by providing discounts and other attractive prizes.

3.3. System Process Analysis

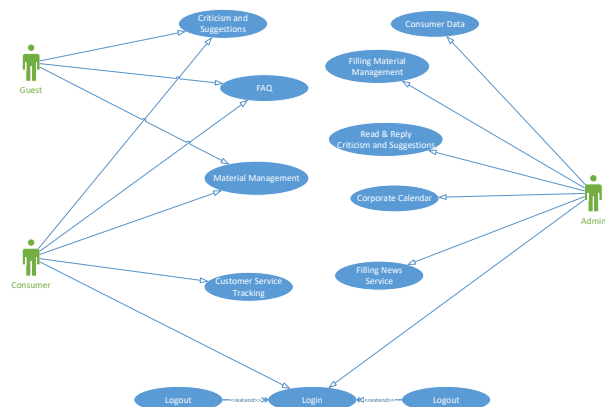


Figure 1. Case Diagram Used by Admin, Customers, and Guest

Figure 1 describes the Used Case Diagram menu in the E-CRM information system. User Admin can view Consumer Data, Fill in Management Materials, Read and

Respond to Suggestions, Create Corporate Calendars, and fill out News Service. Consumer users can view Material Management, Customer Service Tracking, FAQ, and make criticisms and suggestions. Guest users can only make criticisms and suggestions as well as FAQs.

3.4. Troubleshooting Solution

Implementing the E-CRM information system will make it easier for the Marketing division of Nusantara Surya Sakti Company to improve customer service. The application of E-CRM is to create it less demanding for clients to record complaints and discover out what administrations are [7]. With the execution of E-CRM, open questions and doubt towards the extortion calculation or abuse of company names ought to be reduced [8].

The application of the E-CRM information system will make it easier for the Marketing division of Nusantara Surya Sakti Company to see the data of the entrusted consumers and help the Marketing division of Nusantara Surya Sakti Company to view information about consumer transactions making it easier to establish relationships with consumers. From the consumer side, it makes it easy to view Honda motorcycle products, track purchases of Honda motorcycles, view payment history and fines, if any.

4. CONCLUSIONS

This inquiry will deliver an E-CRM data framework that can encourage Nusantara Surya Sakti Company to benefit buyers. To support the administrations, Nusantara Surya Sakti Company employed 3 (three) stages: acquiring new customers, increasing customers' added value, and retaining existing customers.

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