Electronic Customer Relationship Management (E-CRM) Application as Efforts to Increase Customer Retention of Micro Small and Medium Enterprises (MSMEs) in Banten Indonesia

Abstract

Currently, the Micro, Small and Medium Enterprises (MSMEs) in Banten Indonesia mostly still manage their customers in conventional ways, the touch of information technology has not been done much. One approach to modern business is to pay attention to the factors of good relationships with customers, not only before the transaction, but also after the transaction. The Information Technology System used to manage customer relationships with the aim of increasing customer retention is called Customer Relationship Management (CRM). The existing CRM software is more oriented to large companies that are already established, so that it will cause some discrepancies when applied in MSMEs. This study tries to develop E-CRM software that is tailored to the business needs of MSMEs in Banten by using a local approach to facilitate users in their use. This feature in the E-CRM will help MSMEs in implementing customer relationship management so that they can increase their competitiveness with other companies in maintaining the business they are running and as a means to obtain a wider new market. The approach used by local policy is through observations made on MSMEs in the Banten region. The application developed in this paper is based on 9 characteristics of the
Banten MSMEs produced in previous studies [1] and the E-CRM UMKM blue print model that has been published in international seminars [2]. This application development used the stages that exist in the waterfall model method, namely planning, analysis, design, and implementation. The results of the E-CRM UMKM Application are expected to increase customer retention and build global marketing for MSMEs in the Banten region of Indonesia.

References


Index Terms

Computer Science

Information Sciences

Keywords

Customer relationship management; electronic customer relationship management; electronic customer relationship management application; micro and medium enterprises