ABSTRACT

The Directorate of Career Development, Alumni and Endowment (CAE) is one of the directorates under the ranks of Vice Rector III of Telkom University for Institutional Relations and Tracer Study. The CAE Directorate is the face of the institution that deals with alumni and is responsible for conducting tracer study activities at Telkom University. Currently, the CAE Directorate has obstacles in managing tracer study data and alumni approaches in the availability of filling out the questionnaire form. Although currently the management of tracer study data has used the system independently, it still requires monitoring and follow-up activities of alumni in one system. Apart from the large number of tracer data that must be managed, the CAE Directorate also has limited capabilities in the follow-up process. There are also obstacles in processing tracer data manually. Solutions that can be provided are in the form of business process proposals that can help the Directorate of Career Development, Alumni and Endowment in managing tracer study data starting from preparation activities for making questionnaire forms, integration with WhatsApp and Email Marketing, implementing surveys, to the dashboard reporting process that has been embedded in one Odoo system. In this design, it is also proposed that there is an integration between the CAE Directorate and the Directorate of Marketing and Admissions (PADMI) which can produce lead data as input for the new student admission process, graduate profiles as input for marketing activities and proposed study program recommendations based on additional results in tracer studies for further studies. Moreover, the result of this research is in the form of a business blueprint design of an integrated customer relationship management system on the open-source Odoo software which is compiled using the accelerated SAP (ASAP) method. This system design is able to integrate business processes that run at the Directorate of Career Development, Alumni and Endowment (CAE) with the Directorate of Marketing and Admissions (PADMI) Telkom University.

Keywords— **Customer Relationship Management (CRM), Odoo, Accelerated SAP (ASAP), Alumni, Universities**