ABSTRACT

Customer is the most valueable asset for the company. Pareto Diagram 80:20 which means that 80% profit gained from 20% customershows only several customers who contribute profit optimally. Because of that, the marketing division need to be more concern about the significant role of the customer . Since it needs to evaluate by auditing the CRM implementation with some alternatives solution to enhance the marketing division performance.

This reseach use qualitative methode by interview and observation to answer the audit's questions. Interviews were held in three divisions, they are Marketing Division, Operation dan Service Division, and CRM System Enhancement Division. The reseach starts by determine the audit questions which take from the book Just Enough CRM. And then several employees decided as respondents from every division. The research result is used for analyse and formulate the alternatives solution including process improvement and aplication imprvement. This alternative solution simulated in the application of Relationship Marketing.

The result shows that there is a lack in Marketing Division that is uncapability to identify the Flexi Customerespecially Flexi Trendy. The lack is also appeals in Operation and Services Division for the uncapability to load emails from customers otomatically. Application is designed to cover the lacks of CRM system. This application support the Relationship Marketing principal that based in collecting database and segementing the customerfor implemetation.

From audit results, the implementation of CRM Telkom Flexi is in average level, with the well defined bussiness process and reliable tools as Telkom's paradigm to be customer centric company.