ABSTRACT

Services industries are different from product industry. In services industry, quality and customer satisfaction are critical points. Customer judge company value from what serve they receive. Once they satisfy, they will reconsider to reuse company service. Once they unsatisfied, they may use other company services, and maybe they move with spread negative about the company image. It should be attend to prevent the shrinkage of company chance to gain profit, beside that company image will go down so customer will refuse to make a business interaction.

Customer Relationship Management (CRM) is one strategy of a company to hold out customer. CRM combine business process and technology which have aim to know customer in every side: who they are, what they do, and what the need (Kalakota and Robinson, 1999). CRM goal is the company gives the best service to the customer so they will hold customer loyalty.

eCRM (Electrical Customer Relationship Management) is an application which use internet and technology to integrate between company and customer. Information system which develops in this final task is eCRM Titik Maya. This system can involve direct interaction between customer and company, so the company management can easily know about all customer perception and customer activity.

Titik Maya's eCRM Information system which develop in this final task compatible with exist network system. This system can be accessed through intranet and internet. Intranet connection support customer to do transaction activity, such as reservation and complain, and to gain information, such as billing report and payment report, without internet connection. Internet connection support management to remote customer activity from anywhere.

Keywords : Service Industry, Information System, eCRM (Electrical Customer Relationship Management).