

ABSTRACT

Customers are very worthy assets for every company. Therefore, companies try to hold out the loyalty of their customer because it would impact a continuously purchasing of their products and customer willingness to recommend to the others. These Advantages urge company to design and built a business strategy that will keep the customer be loyal using products/services offered. To holding out loyalty, company must has known and understood their customer. (Barnes.J :2000)

Customer Relationship Management (CRM), one of strategy of a company to hold out customer, with this strategy Monik Clothing learns further about customer needs and behavior. Therefore, they able to know customer needs and founding strong relationship with their customers. By knowing the customer, the company able to give particular serve to each customer segmentation. In the way applying CRM, customer database application is needed to know customer profile in detail, customer need, pattern interaction and transaction with company.

Segmentation-based CRM application is one of tools to help storing and viewing data of customer of the company. The required data are: Customer profile data, transaction data, dan product data. Then, this system will be able to be used to give information about increasing number of customer. From, those manipulation data process, by team management, company will be able to take decisions fit to the information viewed. Supporting software that required to build this application are: PHP as scripting language, Apache Web Server, and MySQL as database manipulator. To viewing data from database, web browser is used.

This application will be able to be used as Monik Clothing helping tool in giving analytical information. This CRM able to know more detailed about customer profile and segmentation, customer needs, interaction and transaction pattern, and also selling and product as a references in defining CRM strategy on marketing activity, designing product to hold out customer.

Key Word: CRM (Customer Relationship Management), Customer, Segmentation