ABSTRACTION

Gen Dhiztro is the one of services provicer company of information technology and entertainment. They are internet, games online, and comic. Shaped as a Cyber Cafe. Here, the customer not just can enjoy the internet facility, but they can canalized their reading hoby with read comic. Gen Dhiztro established at September 2007. Place at Dayeuhkolot. It's market is so good, because the students always pass the road to their school via Gen Dhiztro place. Gen Dhiztro give their customer the membership facility, because if they become a member, they will get the cheapest price for every service provide here.

CRM (Customer Relationship Management) is the one method that this company can take advantage from it. CRM discussed on this research is just focused on the customer data management based on the web, so it can accessed from the internet whole the world. Because with the good management of customer relationship, the company can make them become a loyal customer, and they will give us more benefit. The company must empower the customer database, because, with just that way, the company can understand what their customer need, what their want from every services.

Keyword : Sercives, Customer, Customer Databases Management