

ABSTRACT

PT Indosat Tbk is operator company in Indonesia which is currently facing competition from other operators in Indonesia. One strategy is to introduce the BlackBerry smartphone service, which is one of the service is providing Blackberry repair service. With an estimated repair time for 3 days in Technical and if it can not be handled or not completed, then the Blackberry customers will be sent to the Blackberry service center in Indonesia with an estimated time of 2 months or to a local vendor with a fee. However, in a fact on Blackberry repair process have customers problems and complaints.

In this final project, CRM (Customer Relationship Management) is used as an approach that aims to transform and learn more about customer needs to develop closer relationships between companies and customers. Then, analyze the complaints from customers by evaluating business processes with the method of BPI (Business Process Improvement) and information systems that exist now. Then in the last stage is to design a CRM application with iterative and incremental method with reference to the results of the evaluation of business processes and information systems that exist now.

With the CRM application, for internal customers can provide several advantages, such as, a reduction in activity in business processes and the systems that work automatically, so no need to create reports, and send a confirmation e-mail to customer from Gallery. While as for the external customers can monitor the repair by opening the CRM application.

Keyword : Customer Relationship Management, Business Process Improvement, Iterative and Incremental, Information System