ABSTRACT

DESIGN OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MODULE USING RAPID APPLICATION DEVELOPMENT (RAD) METHOD IN MAIPROYEK START UP

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Business competition that is increasingly fierce and supported by increasingly evolving technology makes the reason for the company to continue to innovate in order to retain customers. One way to retain customers is to maintain good relations, such as knowing the wants and needs of customers. Customer Relationship Management (CRM) is a concept that can be applied to maintain good relations with customers. The same thing as MaiProyek is an application that brings together lecturers and students to collaborate in making a project. To be able to retain customers, we need a system that can accommodate complaints and customer needs so that the company can make continuous improvements in order to create applications in accordance with customer needs that cause customer confidence to continue to transact on the MaiProyek.

Based on the description, the solution that can be given is the creation of a system that can accommodate customer needs, which will then be processed and analyzed to be made suggestions for application development. The system will be built in the form of Customer Complaints and Survey Management features. In the development of this feature using the Rapid Application Development (RAD) method which is built based on the website with the PHP programming language and MySQL database. The results of this study are the implementation of CRM features, namely (1) Customer Complaints and (2) Survey Management which will be used in the MaiProyek application which aims to handle customer complaints on application use and determine customer needs based on survey results that have been obtained. So that the MaiProyek can continue to retain customers and attract new customers.

Keyword: CRM. MaiProyek, RAD