

ABSTRACT

Marketing strategies continue to evolve from traditional marketing methods to modern methods. Traditional marketing theory and practice focuses more on finding and attracting new customers, rather than retaining existing ones. But over time the paradigm began to change, where establishing good relationships with customers is very important so as to create long-term relationships.

CRM (Customer Relationship Management) is a management approach that creates, develops and strengthens relationships with selected customers with the aim of maximizing customer value, corporate profitability, and shareholder value.

PT. Telkom is one of the telecommunications service providers in Indonesia. The Business Government Enterprise Service (BGES) unit is one of the divisions at PT. Telkom Witel SUMBAR. The BGES unit is a unit that works in the field of marketing. The BGES unit serves Corporate customers to meet the customer's internet service needs.

This study aims to determine the implementation of Customer Relationship Management (CRM) in the Business Government Enterprise Service (BGES) Business Unit at PT. Telkom Witel SUMBAR in 2021. This type of research is a qualitative descriptive research method with data collection techniques used are interviews, observation, and documentation.

Based on the results of this study, that Implementation of customer relationship management by PT. Telkom Witel SUMBAR is implemented in various ways, such as management visits, giving rewards, using a customer database by using the Marketing Account Plan Summary (MAPS) application, and MyTEnS, as well as visiting customers.

Keywords: *Customer Relationship Management, Loyalty, PT. Telkom Witel SUMBAR.*