

ABSTRACT

CUSTOMIZE CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM ON OBJECT REPORT AND DASHBOARD USING SALESFORCE SALES CLOUD FOR PRODUCTION MSMEs (Case Study: PT. Garsel)

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The Covid-19 pandemic has had a considerable impact on the economy in Indonesia, especially for MSME owners. Most MSMEs have business processes that are still done manually and only a small part of MSMEs can implement applications to assist their operational activities. PT. Garsel is one of the companies engaged in the trade and shoe industry in Indonesia and is one of the companies affected by the current Covid-19 pandemic. As time goes by and the company grows, more and more data is owned. This is quite difficult for the company in managing data, especially customer data. These constraints result in the loss of customer loyalty in the company. Based on the problems that have occurred, the right solution to maintain and increase customer loyalty is PT. Garsel by making a CRM customization using the Salesforce application. The result of this research is to apply the analytics function to the Reports and Dashboards feature contained in the Salesforce application to be able to assist companies in retaining their customers by using the data to be analyzed to make more informed and customer-aware business decisions.

Keywords: CRM, Analytics CRM, Reports and Dashboard, MSMEs, Salesforce.