

ABSTRACT

PT XYZ faces critical challenges in managing its customer relationship management system that impact operational efficiency, customer targeting, and decision making. Key issues include inadequate training, high employee turnover, inconsistent customer handling, incomplete and inaccurate customer data, and lack of a standardized data entry process. The lack of an integrated platform hampers real-time data monitoring and effective collaboration between teams. This study develops a decision support system that combines profile matching method and real-time collaborative geographic information system (RCGIS). The profile matching method evaluates customer potential by aligning profiles against established criteria, facilitating accurate segmentation and prioritization. RCGIS enables real-time visualization of customer data on a geographic map to improve team monitoring and coordination. The system implementation resulted in improved data accuracy and consistency, real-time decision-making capabilities, and optimized operational efficiency. The system strengthens PT XYZ's CRM framework, improves customer targeting, and achieves operational excellence through a data-driven approach for sustainable business growth.

Keywords – Customer Segmentation, Customer Relationship Management, Decision Support System, Profile Matching, Real-Time Collaborative Geographic Information System