

Abstract

CRM (Customer Relationship Management) is a set of strategy, process and technology that aims to achieve optimum relationship between Customer and Company in every cycle start from marketing, sales, to post-sales service. CRM Focus is to achieve an optimum balance between corporate investments and the fulfilling of the customer needs in order to generate the maximum profit.

Mobile Customer Relationship Management (mCRM) is CRM implementation that uses mobile device as the media. An advancement in mobile technology made mCRM to become a potential media to implement CRM system. Thus the Communication process in mobile device is differ from the other media.

Schierholz method is a structured method that can be used to mobilize CRM. This method is a synthesis from other existing methods which cover all aspects in Business Engineering Framework and with special characteristic that can guard the mobilization process always align with company's goal.

This final assignment is about implementing mCRM in Prime Customer PT Telkom using Schierholz method. This implementation is aiming to increase relationship quality between company and the customer and also give some significant effect to increase company's profit especially in increasing the effectivity and the efficiency of Telkom's CRM business process.

Keywords :CRM, mCRM, mobile device, Custumer