ABSTRACT

Customer Relationship Management (CRM) is one theory that is now being brought up to the surface, essentially, to support the creation of customer satisfaction and further, customer loyalty and yet profitability. PT PXN International Express, an air express company, needs to be able to maintain its customers in order to survive and to exist in the industry. Customers are different and changing along the way. PXN should be able to keep up with these differences and changes of its customers and to provide the best quality service. Fast, accurate, and customized services are being critical points for customers in nowadays to value money they spend, for type of service quality they could gain. Implementing an effective and efficient CRM process, PXN would have a better opportunity in providing a better and more customized service for its customers: “Serving customers as an ‘individual customer’ and not as ‘another regular customers’.” CRM is sometimes misunderstood as software to be used to create the customer satisfaction. Well, it is not entirely true. CRM is basically a business process and strategy that is developed to be aligned with the understanding of the needs and wants of customers and the utilization of information technology would be accommodating and supportive. This thesis would provide some proposed and suggested improvements that can and should be implemented in order to have an effective, efficient, and beneficial CRM implementation. Through implementing CRM process, company should be able to acknowledge the differences and changes in customers and industry, and so service provided could be customized and personalized. By this means, it is expected that customers would feel satisfy with the service provided and this would lead to customer loyalty.

Key Words: CRM, service industry, business process and strategy, information technology, data warehouse, continuous learning and improvement