

ABSTRACT

Today's customers do not want to be treated equally; instead they demand a personal service. Therefore, companies should start to implement CRM in order to survive this competition. However, according to several studies that 75% of CRM implementations were failed. As a result, it is always needed a guideline in implementing CRM. Several experts have suggested that successful CRM implementation must come from good change management, good project management, and good customer segmentation process.

This thesis will use this model to measure how is the condition for Jakarta-based companies that have implemented CRM. The result is used to create a model to describe the big view of the condition.

The result is that in Jakarta, good project management took significant role in influencing the successful of CRM implementation. It is better than the change management or customer segmentation.

Keywords:

e-Business, CRM, Change Management, Project Management, Customer Segmentation

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