ABSTRACT

PT. Columbindo Perdana is a retail company that distributes electronic, furniture and home appliance products across Indonesia. As the business grows, the company faces many problems in manages their customer. So the company decided to implement CRM system based on cloud computing to manage their customer relationship.

This thesis aims to evaluate the performance of CRM System based on cloud computing (Salesforce.com) on PT Columbindo Perdana which the results can be used by management to make decisions and strategies for the next steps. The performance evaluation divided into 3 which are financial, technology and business evaluation. The result shows that the system is working as expected. It has good financial, technology and business performance. Conclusions obtained from this thesis are, the company can continue the subscription of salesforce.com and even develop their system to cover and manage all company’s customer.

Key words:

CRM, Cloud computing, Performance evaluation