CUSTOMER RELATIONSHIP MANAGEMENT IN NON-PROFIT ORGANIZATION
CASE STUDY MSI SURABAYA

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ABSTRACT

In today’s environment, companies of all sizes need to practice Customer Relationship Management (CRM) to gain a competitive edge. In fact, CRM has brought growth and sustainability to companies that’s been successfully implementing CRM in their business.

It is not difficult to find successful business that implement CRM in their organization. Amazon.com as a good example of CRM implementation in profit oriented business organization, with its CRM, offers great service by treating every customer individually and uniquely with their system. Amazon.com gives unique experience from the first time customers visit their website, the time they make a deal, to the time the customers receive the product they buy at Amazon.com. Not to forget, when the customers return to visit Amazon.com, they will be offered with suggested and recommended products which are related to their previous search or deals. CRM gives Amazon.com the opportunities to satisfy their customers with that service so that they will return to Amazon.com.

There are few literatures that discuss of how non-profit organization could implement CRM in their business. Unlike the profit-oriented organizations, non-profit ones do their business without focusing on monetary profit. Their goal is to share their ideas to public so public will be able to get their ideas and could adopt their ideas.

Church, beside the other house of worships, is one of the most top groups of non-profit organizations in the number of independent and or autonomous units in the world.

This study offers you the idea and concept of implementing CRM in Church as non-profit organization and how would the CRM be designed to facilitate the needs and requirements in the Church.

Morning Star Indonesia is a non-denominational local church in Surabaya. It is a member of Every Nation Church family. Its vision is “Honor GOD and make disciple”. This vision of making disciple can be interpreted as to share the ideas of the church to public so public could adopt their ideas.

Keywords: Customer Relationship Management, CRM, non-profit, organization.
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