CRM IMPLEMENTATION IN MALL BUSINESS
BASED ON WEB AND SMS GATEWAY
(CASE STUDY: PT.XYZ)

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Abstract

Today, more and more mall businesses are mushrooming in Indonesia. The crowded mall businesses in Indonesia make the competition between malls becoming increasingly stringent. If good communication between the mall and the customer are not existed, the customer can leave. Therefore, Customer Relationship Management (CRM) becomes a mandatory program that must be implemented by the management in order to win the competition.

On the other hand, technology is developing more rapidly. We have entered the era of internet and mobile applications. The internet has occupied an important position in human life. Not only as a communication tool, had the internet also started to function as a business tool. So also with the SMS (Short Message Service) facility contained in mobile devices, this facility also has a special value that much appreciated by the public.

The outcomes of this final project are web and SMS gateway application as a CRM tool that can improve communication and bridge the relationship between the customer and mall management. Furthermore, experiments are conducted to determine the performance of SMS gateway application that has been created.

There are many factors that can affect the performance of SMS gateway application. The use of two mobile phones as
modem, and the division of functions for each mobile phone also provides enhanced in system performance.

Keyword: CRM, web, SMS gateway, mall