DESIGN OF THE DASHBOARD TO MONITOR THE CUSTOMER EQUITY PT.XYZ

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Abstract

Customers is an important role for any company, such as prioritizing PT.XYZ to serve customers in the company's assets or income. Determine a strategy for their business where they can determine what steps can be taken to maintain relationships with customers. To the authors use the Customer Equity valuation in order to easily assess customer activity within the company.

With Customer Equity assessing, customers using tools such as dashboards to present an assessment so they can be easily measured, monitor, and evaluate the activities of the customer by the sales division manager in particular. In the assessment of Customer Equity authors calculate the company's long-time customers, profit perpelanggan, and also Direct cost of each customer. Calculations are shown into the dashboard is divided into three views, using a line chart.

Keywords : Dashboard, Customer Equity, Direct cost, Profit