

## **ABSTRACT**

*PT. Asia Talenta Mandiri is a company that engaged in the distribution of lubricants, chemical liquids and grease in addition the company also distributes an equipments associated with liquid chemicals, lubricants and grease. Customer Relationship Management (CRM) is a process that involves all aspects of identifying customers, create knowledge about customers behaviour, build a relationship with, and establish customer opinion about the organization and its products. Applying the Customer Relationship Management (CRM) to the company is required to increase the competitive advantage. However, PT. Asia Talent Mandiri is not implementing the Customer Relationship Management (CRM) maximally because the customers data is not managed properly to determine the potential customers and loyal customers.*

*Author analyzed the Customer Relationship Management (CRM) applied by PT. Asia Talent Mandiri by using fishbond diagram in order to know the basic problems. Based on this analysis, the authors designed a Customer Relationship Management (CRM) that can be applied by PT. Asian Talents Mandiri to increase the company's competitive advantage*

*Keywords: Customer Relationship Management (CRM), Analysis, Fishbond Diagrams, Design*

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PT. Asia Talenta Mandiri merupakan perusahaan yang bergerak dibidang distribusi pelumas, cairan kimia dan grease selain itu perusahaan juga mendistribusikan peralatan yang berhubungan dengan cairan kimia, pelumas dan grease. *Customer Relationship Management* (CRM) yaitu sebuah proses yang meliputi semua aspek dalam mengidentifikasi pelanggan, menciptakan pengetahuan tentang pelanggan, membangun hubungan dengan pelanggan, dan membentuk pendapat pelanggan tentang organisasi dan produknya. Penerapan *Customer Relationship Management* (CRM) pada sebuah perusahaan saat ini diperlukan untuk meningkatkan keunggulan kompetitif. Namun, PT. Asia Talenta Mandiri belum menerapkan *Customer Relationship Management* (CRM) ini secara maksimal karena data pelanggan belum dikelola dengan baik untuk menentukan pelanggan potensial dan pelanggan loyal.

Penulis menganalisa *Customer Relationship Management* (CRM) yang diterapkan pada PT. Asia Talenta Mandiri menggunakan *fishbond* diagram agar dapat mengetahui permasalahan-permasalahan mendasar. Berdasarkan analisa tersebut, penulis merancang *Customer Relationship Management* (CRM) yang dapat diterapkan oleh PT. Asia Talenta Mandiri untuk meningkatkan keunggulan kompetitif perusahaan.

Kata kunci : *Customer Relationship Management* (CRM), Analisa, *Fishbond* Diagram, Perancangan