

ABSTRACT

Tight competition today requires companies to focus on the needs desired by consumers. Companies begin to change the mindset of profit orientation toward other potential factors such as the interests of customers and the level of customer satisfaction to be the main factors that must be considered by the company.

Customer Relationship Management (CRM) is a marketing strategy that builds a close relationship between the company and its customers. Companies can pamper customers and tie it in a friendship if already knowing the needs and expectations of the customers. This strategy recommends the company to open the channels of communication as easy as possible with a high response rate, so that customers feel the closeness with the company. Communication is not smooth, can foster customer doubts. Relationship between company and customer is very close to making the customer feel ownership for the enterprise. From there, his loyalty to the company little by little will grow and flourish. Thus, the company will benefit from the CRM application, which has a loyal customer.

The software is designed to facilitate the customer in an order goods, both in getting information or booking transaction. The software is built by using the method of Waterfall Model of software development. Result of the development of this software, make customers get the latest product information and product ordering transactions anytime, anywhere.

Keyword :

CRM, Waterfall Model, Ordering Goods