

ABSTRACT

FATIMAH. ERMA. 2014. THESIS. Entitled: “The implementation of Customer Relationship Management (CRM) process to engage customers in Indonesia Muamalat Bank branch of Malang”

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Customer Relationship Management (CRM) is a process of interaction to explore the potential customers through accurate information . CRM can also be as a rationale in practice is to foster a closer relationship by creating two-way communication with managing a mutually beneficial relationship between the customer and the company . CRM is basically how an active role in managing employee performance customers to make a strong emotional closeness . In addition to attracting new customers but also plays old customers.

This research is descriptive qualitative , meaning that this study intends to investigate the circumstances depict or describe objects or subjects in the present study is based on the facts that appear or as they are. In connection with the above research objectives , then to identify the problem , this study took place in Bank Muamalat Indonesia Malang Branch . Data obtained from interviews with the Relationship Manager (RM) , Customer Service (CS) and customers of Bank MuamalatIndonesia(BMI)Mala.

From the results of this study indicate that , CRM implementation Muamalat Indonesia Malang branch with three dimensions , namely : 1) People that is , the employee as a CRM program implementers , Malang branch gives BMI training . Also supported by the application Traiking Sales and Scoring Board is able to monitor the performance of employees to be more active , 2) Technology which , thanks to advances in technology and information . Easiness through sophisticated features is one key to successful implementation of CRM prcgram . Bank Muamalat Indonesia Malang branch of the media to contact customers via email , SMS and telephone . The implications of the implementation of CRM , CRM plays an important role for the company in accelerating customer growth and business development . As more and strengthen the emotional bond the customer in the long run .