ABSTRACT

Aini, Qurrotu. 2014, Thesis, Title: “Strategies to Build Customer Relationship Management (CRM) in Bank Syariah Mandiri Malang Branch Office”

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CRM is a concept-based marketing relationship with the customer is done to establish long-term and mutually beneficial. To deal with increasingly fierce competition in the banking industry, the CRM can be used as a strategy to win the competition. Contained in the CRM process, the role of technology and human resources.

This study aims to determine the CRM strategy that is built by the Syariah Mandiri Bank branch office in Malang. Data was collected through interview and observations. The study was conducted by qualitative descriptive approach.

The results showed: BSM using three indicators, namely the ongoing marketing programs (Continue Marketing) program by making attractive through gift giving to priority customers, both individual marketing programs (One On One Marketing) priority customers by visiting the home, and to approach personally, and the third is the development of information technology, in the form of internet banking, mobile banking, SMS banking and phone banking, and marketing programs individually (one-on-one marketing) BSM still using traditional means in the form of the BSM treatment to customers priorities like brothers. The impact of the implementation of a CRM strategy for BSM is to increase the number of customers and creates a feeling of confidence to customers.