

# Perancangan CRM scorecard sebagai metode evaluasi customer relationship management pada Bank BRI

Siregar, Hans B. R., author

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## Abstrak

Saat ini paradigma perusahaan telah berubah dari production oriented menjadi customer oriented. Customer Relationship Management (CRM) adalah salah satu solusi dalam mengatasi persaingan yang begitu ketat dalam penerapan customer oriented. Untuk mengevaluasi sejauh mana keberhasilan aplikasi CRM maka di gunakan CRM Scorecard. CRM scorecard mengevaluasi penerapan CRM berdasarkan empat pendekatan yaitu customer knowledge, customer interaction, customer value, dan customer satisfaction.

Untuk merancang CRM scorecard maka hal-hal yang dilakukan adalah mengidentifikasi strategi CRM perusahaan, menentukan sasaran strategis CRM scorecard berdasarkan analisa SWOT manajemen perusahaan, menentukan ukuran strategis (lag indicator dan lead indicator), mengumpulkan dan mengolah data berdasarkan ukuran lag indicator.

Hasil akhir dari penelitian ini adalah rancangan CRM scorecard, evaluasi CRM Bank BRI berdasarkan rancangan CRM scorecard tersebut, dan inisiatif strategis untuk pencapaian masing-masing sasaran strategis tiap perspektif rancangan CRM scorecard Bank BRI.

Since now, the paradigm of companies has changed from production oriented into customer oriented. Customer relationship management (CRM) is one of the many solutions for conquering thought competition in practicing customer oriented. To evaluate how far the success of CRM application, were using CRM scorecard. CRM scorecard evaluate CRM based on four approaches, there are customer knowledge, customer interaction, customer value and customer satisfaction.

For designing CRM scorecard, things that accomplish are identifying company's CRM strategy, defining strategic objective of CRM scorecard based on company's management SWOT analysis, defining strategic measure (lag indicator and lead indicator), collecting and processing information based on measure of lag indicator.

The final results of this research are the design of CRM scorecard, CRM evaluation based on the design of CRM scorecard, and strategic initiation for achieving each strategic objective the design of CRM scorecard perspectives for BRI Bank.