

## **Penerapan customer relationship management (CRM) pada aplikasi pengiriman pesan instan : studi kasus whatsapp, wechat, line, kakaotalk**

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20440062&lokasi=lokal>

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### **Abstrak**

In establish good relationship with customer, companies need to have a good customer relationship management system as well. The purpose of this study is to explore the level of development of the use of instant messaging applications that are used for mobility of companies in establishing relationships with customers.