

Le Modele de gestion de relation avec le client: une strategie d'ameliorer le profit de l'entreprise d'abc inc.

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Abstrak

The economies of many countries depend on oil, either as producers or consumers. Oil is anticipated to be the dominant source of commercial energy for at least the next fifty years. The advantages of oil, when compared to other forms of energy, are its availability in many geographical regions and its relative ease of extraction, transportation and handling. Yet the fluid that emerges from the oil wells has very little value until they are treated correctly; using the right chemicals and technical expertise for example.

ABC Inc. is the largest privately owned oilfield chemicals company. It is a global supplier of a complete line of proprietary specialty chemicals offering total solutions to problems in the oil and gas industry. ABC Inc. operates under named of PT. XYZ. It is a market leader in Indonesia with total market share of 45% and total revenue per year amounting to US\$ 15 million in year 2004, with total employees of 150 personnel.

At the moment, ABC Inc. implements two customer relationship management (CRM) models, such as: strategic alliances with customers and local agents, and also customer's education or ABC's school. As the business situation changed everyday due to customers' behavior changed, hence ABC would like to redefine its current CRM models by developing a new model in order to have a better relationship with its clients.

There are two CRM models proposed, Electronic Supply Chain Management System (ESCMS) and Electronic Technical Management System (ETMS). This study will show the analysis on how to choose the most favorable CRM models proposed by ABC for customers in Indonesia by using the analytical hierarchy process, and to have customers' feedback concerning their satisfaction during their engagements with ABC Inc. by using the questionnaires.