

# Implementasi Customer Relationship Management (CRM) dalam Upaya Meningkatkan Business to Business (B2B) Selling di Doubletape Agency : Studi Kasus Kerja Sama Doubletape Agency dan Aplikasi Jenius = Implementation of Customer Relationship Management (CRM) in an Effort to Increase Business to Business (B2B) Selling at DoubleTape Agency: Case Study of Collaboration between DoubleTape Agency and the Jenius Application

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## Abstrak

Penelitian ini membahas implementasi Customer Relationship Management (CRM) oleh DoubleTape Agency dalam menjalin kerja sama Business-to-Business (B2B) dengan aplikasi Jenius. Sejak 2017, DoubleTape bertanggung jawab dalam pengelolaan aset promosi, penyelenggaraan event, dan operasional booth Jenius di berbagai lokasi strategis. Berdasarkan pendekatan IDIC Model (Identify, Differentiate, Interact, Customize) , implementasi CRM terbukti meningkatkan efektivitas kerja sama dan memperkuat hubungan jangka panjang antara kedua pihak. Tim khusus dibentuk untuk menangani klien Jenius secara personal, sementara komunikasi rutin dilakukan melalui pertemuan mingguan dan grup WhatsApp. Meskipun demikian, kerja sama ini menghadapi sejumlah tantangan, seperti tekanan kecepatan dan kualitas kerja, kendala komunikasi dan logistik di lapangan, serta keterbatasan sumber daya manusia dan perangkat kerja. Hasil penelitian menunjukkan bahwa penerapan CRM yang terstruktur tidak hanya meningkatkan kepercayaan dan kepuasan klien, tetapi juga memberikan nilai strategis bagi DoubleTape dalam mempertahankan posisi sebagai mitra utama Jenius.

.....This study discusses the implementation of Customer Relationship Management (CRM) by DoubleTape Agency in establishing Business-to-Business (B2B) cooperation with the Jenius application. Since 2017, DoubleTape has been responsible for managing promotional assets, organizing events, and operating Jenius booths in various strategic locations. Based on the IDIC Model (Identify, Differentiate, Interact, Customize) approach, CRM implementation has been proven to increase the effectiveness of cooperation and strengthen long-term relationships between the two parties. A special team was formed to handle Jenius clients personally, while routine communication was carried out through weekly meetings and WhatsApp groups. However, this cooperation faced several challenges, such as pressure on speed and quality of work, communication and logistics constraints in the field, and limitations of human resources and work equipment. The results of the study show that the implementation of a structured CRM not only increases client trust and satisfaction but also provides strategic value for DoubleTape in maintaining its position as Jenius' main partner.