ABSTRACT

Nowadays CRM (Customer Relationship Management) has become so famous in business area. But actually, it is not a new thing in business world. New technologies created enable the implementation of this new method effectively and efficiently. Telecommunication networks, multimedia contact centers, data warehouses, data mining, marketing automation system and particularly Internet, allow organization to establish individual relationships with customers like never before.

Internet Service Provider (ISP) is one of several new businesses established, which are affected by the rapid growth of Internet technology. The growing number of ISP in Indonesia has created a tight competition. In order to win the competition, these ISPs have tried many ways to get as many subscribers as they can. CBN (PT. Cyberindo Aditama) as one of the growing ISPs must face this tight competition. It also has been facing the stagnation of customer’s growth. It has to attract more subscribers and tries to keep its current customers stick with it.

This writing tries to find a solution for CBN by using the Corporate Portal as a CRM (Customer Relationship Management) tool. This Corporate Portal will accommodate all the possible customer touch-points in CBN including Marketing, Sales, Finance and Technical Support areas. The CRM Model will be developed here will allows CBN to serve its customer online, which means CBN’s customer can contact its touch-points by using the Internet.