

## CRM INNOVATION IN IMPROVING CONSUMER SERVICE AND MARKETING OPTIMIZATION

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**Abstract:** The growth of information technology continues to grow rapidly, especially in the business sector in Indonesia. Every year the growth of business shops increases to 3.98 million business units in 2022 from the real industry and trade sectors. So, this makes the Tanjung Shoe Store have serious challenges that affect sales levels which gives rise to problems of decreasing sales levels because there is no effective communication media, the shop is unable to analyze customer needs and market trends, customer disappointment often arises with the shop because it still applies conventional sales, and damage or loss of store operational data. To overcome this problem, a website-based system is needed by implementing a superior CRM (Customer Relationship Management) strategy in increasing customer retention with operational data management features, discounts, chat, online ordering, so that customers get updated information. The CRM concept used is operational, analytical, and collaborative. The application of CRM in this research aims to make it easier for users and improve customer service and optimize marketing at the Tanjung Shoe Store. So, this CRM strategy is an effective solution in facing modern business challenges in improving store performance and competitiveness.

**Keywords:** customer relationship management; customer service; optimize marketing

**Abstrak:** Pertumbuhan teknologi informasi terus berkembang pesat terutama pada bidang bisnis di Indonesia. Setiap tahunnya pertumbuhan toko usaha semakin meningkat hingga 3,98 juta unit usaha pada tahun 2022 dari sektor riil industri dan perdagangan. Sehingga hal ini membuat Toko Sepatu Tanjung memiliki tantangan serius yang mempengaruhi tingkat penjualan yang menimbulkan permasalahan penurunan tingkat penjualan karena tidak ada media komunikasi yang efektif, toko tidak mampu menganalisis kebutuhan pelanggan dan tren pasar, sering timbul kekecewaan pelanggan terhadap toko karena masih menerapkan penjualan konvensional, dan kerusakan atau kehilangan data operasional toko. Untuk mengatasi masalah ini diperlukan sistem berbasis website dengan menerapkan strategi CRM (Customer Relationship Management) yang unggul dalam meningkatkan retensi pelanggan dengan fitur pengelolaan data operasional, diskon, chatting, pemesanan online, sehingga pelanggan mendapatkan informasi secara update. Konsep CRM yang digunakan operasional, analitis, dan kolaboratif. Penerapan CRM pada penelitian ini bertujuan untuk memudahkan pengguna dan meningkatkan pelayanan pelanggan serta mengoptimalkan pemasaran pada Toko Sepatu Tanjung. Maka strategi CRM ini menjadi solusi yang efektif dalam menghadapi tantangan bisnis modern dalam meningkatkan kinerja dan daya saing toko.

**Kata kunci:** customer relationship management; optimalisasi pemasaran; pelayanan pelanggan

## INTRODUCTION

Information technology in the business sector continues to develop rapidly, because information technology has an important role in carrying out work quickly and accurately. Especially in the current era of globalization, many business and retail companies have emerged in Indonesia [1]. This is proven based on data obtained from the real industrial and trade sectors that from 2019 to 2022 there have been 3.98 million business shop units recorded in Indonesia. This of course causes sales growth to continue to increase along with the number of business stores in Indonesia [1]. Business people are required to be able to adapt to technological advances. This is able to advance business people's businesses because it can improve the performance of shops to carry out marketing and promotions online, thereby saving costs and time to be more efficient and effective, and can maintain communication between business people and customers [2].

Tanjung Shoe Store is one of the shops engaged in marketing shoe products which is in Lingkungan I Pekan Ujung Padang, Kec. Ujung Padang, Simalungun, North Sumatra. However, the operational process at the Tanjung shoe store is still carried out conventionally, which often leads to customer disappointment because the product they are looking for is not available, which causes a decrease in sales levels every month. It is also difficult for Tanjung shoe stores to analyze market trends and customer needs based on customer behavior. This causes the strategies implemented to be unable to increase customer retention. The absence of effective

communication media is also a problem in this research because information about shops or products and discounts is not conveyed optimally to customers and not in real time. And data loss or data damage often occurs, because shop operational data is still managed manually by only being recorded in ledgers, making it susceptible to data errors and inaccuracies.

To solve this problem, a system is needed that can act as a liaison between sellers and buyers to carry out online buying and selling operations. Tanjung shoe stores need a system that can provide information effectively and maximally efficiently, which is able to provide and receive feedback that can be used as a reference for creating strategies and analyzing customer needs. Able to communicate in two directions and able to process data safely and accurately.

By implementing a CRM (Customer Relationship Management) strategy which can provide excellence in carrying out business processes well to improve service quality and optimize marketing strategies. CRM (Customer Relationship Management) strategies increase customer retention and build better communication with customers by understanding customer needs [3]. Implementing this CRM (Customer Relationship Management) strategy can also make it easier for business people to retain customers and attract the attention of potential new customers [2].

CRM (Customer Relationship Management) manage and guide customers and provide service value to customers with the aim of increasing customer loyalty [4]. In this research, three CRM (Customer Relationship Management) strategy concepts are

applied, including: Operational CRM which includes integrated automation processes for marketing and services as well as operational data management, analytical CRM which functions to understand customer needs and market trends, and collaborative CRM which includes communication to add value and strengthen customer loyalty [5].

Research on Customer Relationship Management of Kopi Lawe Klaten in Increasing Consumer Loyalty can be analyzed that the application of CRM to build relationships and increase loyalty to Klaten Lawe Coffee is able to create good customer responses in the role of the product marketing process. Customer loyalty is one of the main aspects to get a positive trend [6].

Research on Application of CRM Methods For Sales Systems Shoes And Sandal Products At Koaki Store can be analyzed that Koaki Store does not have media to promote products so that information is not conveyed quickly to customers. So Koaki Store created a website that combines a sales system and online data recording with the CRM method. As a result, the CRM system helps Koaki Store promote products, attract new customers and simplify transactions [7].

Analysis of Operational Management, Customer Relations, and Digital Marketing at PT Astra Honda Motor can be analyzed that PT Astra Honda Motor is trying to solve the problems it has faced since the Covid era. The application of CRM at PT Astra Honda Motor is able to assist in analyzing customer behavior, as well as improving customer service and satisfaction based on complaints and suggestions from customers [8].

Implementation of E-CRM Cattle Sales in Gapoktan Bina Tani Kepenghuluan Sintong, it can be analyzed that Gapoktan Bina Tani Kepenghuluan Sintong is experiencing problems related to promotion, marketing, sales, and data processing. The implementation of this CRM provides advantages and benefits for all parties Gapoktan Bina Tani Kepenghuluan Sintong [9].

Research on Customer Relationship Management Through Market Orientation and Organizational Innovation to Improve Online Business Marketing Performance, it can be analyzed that CRM has a positive influence on market orientation, marketing performance and organizational innovation. The relationship between CRM and market orientation and marketing performance is positive and unidirectional [10].

From the results of previous research, a system will be developed to improve services in terms of providing accurate and timely information, and by implementing a CRM strategy the system can optimize marketing which is carried out by analyzing customer behavior, market trends and customer needs based on the data provided owned by Tanjung Shoe Store. This research aims to make it easier for customers to access information related to the Tanjung Shoe Store, such as discount information or product information. It is hoped that this CRM system can solve existing problems at the Tanjung Shoe Store and be able to improve customer service and optimize marketing.

## METHOD

The method used to organize and solve problems in this research consists of several stages shown in image 1.

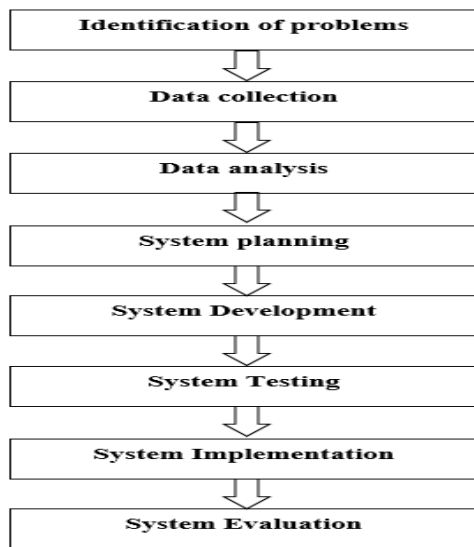


Image 1. Research Methods

Identify problems observed the problems that existed at the Tanjung shoe store, so that the researchist obtained solutions to the problems that occurred related to operational, analytical, and collaborative issues.

Data collection was carried out through a process of direct observation, surveys, interviews with the store owner Mr. Tasman Tanjung, and literature study. The data used is sales data from September to November 2023.

Next, the data was analyzed, so it could be concluded that there was a decrease in sales levels every month which was caused by poor customer service and ineffective marketing.

System planning using UML (unified modeling language) modeling, creating information system flows, flowcharts, and data structures, as well as user interface design.

Development of a website-based system that uses the PHP programming language and MySQL as a database server. Testing a system that has been successfully built using black box testing to find out whether all the features work or not.

Next, the system implemented in the operational processes of the Tanjung shoe store in accordance with the procedures carried out in completing the system. System evaluation of the system that has been implemented to find out whether the system is in accordance with the research objectives.

This research uses a descriptive qualitative method using an analytical approach. Qualitative methods use narratives or words to explain and describe the meaning of each phenomenon, symptom and particular social situation which produces descriptive data in the form of written or spoken words from people and observed behavior [11]. Qualitative research methods aim to gain an understanding of reality through an inductive thinking process which is expected to focus attention on reality or events in the context studied [12].

## RESULTS AND DISCUSSION

The CRM system at the Tanjung Shoe Store was built to create an effective and efficient system in strengthening relationships with customers, attracting new customers, creating good marketing strategies, simplifying the sales process, and improving customer service.

This CRM website has operational features in the form of processing store operational data, discounts, and postage deductions. Then

there are analytical features in the form of product assessments, rating and contact features to provide suggestions or complaints. And collaborative features such as chat media, promotions, and giving points. Customers can also view product information features and make product purchases online.

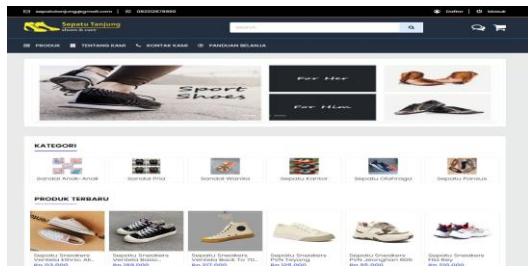


Image 2. Main Page Display

The product display page contains products that customers will select and view products by category and brand, as well as product details.

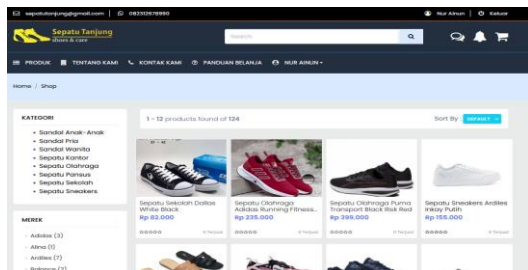


Image 3. Product Display

In the order basket containing products that have been selected and will be checked out, in this order basket the system will recommend products with better quality by implementing an up-selling strategy, and customers can use the voucher given by the store.

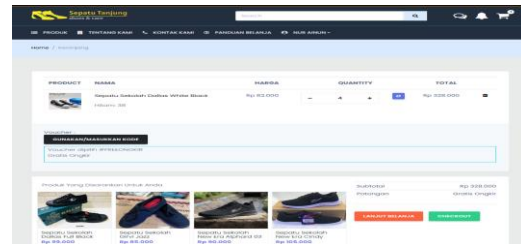


Image 4. Order Basket Display with Up Selling

After selecting a product, customers can carry out the product purchasing process by filling in the checkout form provided.

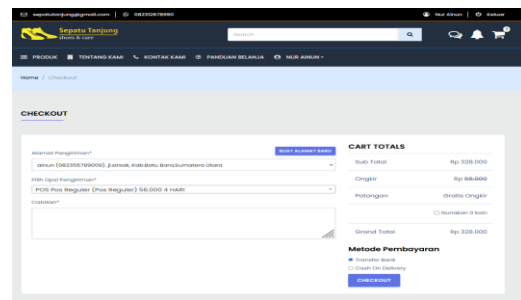


Image 5. Checkout Display

Customers can see voucher information provided by the shop and can use these vouchers to get shopping discounts and shipping cost discounts.

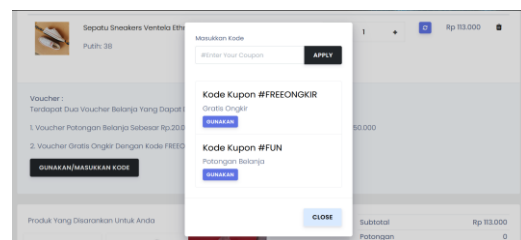


Image 6. Voucher Display

Customers and admin can communicate via the chat feature to increase customer retention.

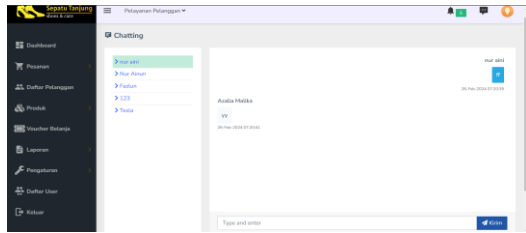


Image 7. Chat Display

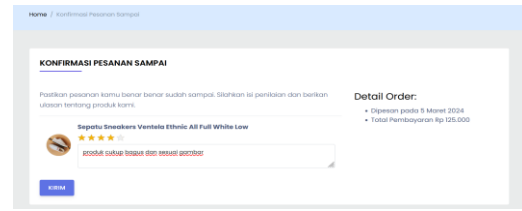


Image 8. Product Assessment Display

Customers can provide an assessment of the product they have purchased. Product assessment is carried out in the form of ratings and reviews.

This testing involves testing the functionality of the system from the outside, like a black box, without regard to its internal implementation [13].

Table 1. Test Plan

No.	Test Class	Test Plan	Type Of Testing
1.	Product	Testing consists of input, edit, delete and display	Black Box Testing
2.	Product Category	Testing consists of input, edit, delete and display	Black Box Testing
3.	User	Testing consists of input, edit, delete and display	Black Box Testing
4.	Chatting	Testing consists of sending chat messages between users	Black Box Testing
5.	Customers	Testing consists of input, edit, delete and display	Black Box Testing
6.	Ratings	Testing takes the form of sending an assessment review of the product	Black Box Testing
7.	Orders	Testing consists of input, edit, delete and display	Black Box Testing
8.	Shopping Vouchers	Testing consists of input, edit, delete and display	Black Box Testing
9.	Reports	Testing consists of checking and printing reports	Black Box Testing

Table 2. Black Box Testing

No.	Test Class	Testing Details	Type Of Testing
1.	Testing product data input, product categories, users, customers, orders, chats, ratings, shopping vouchers, reports.	Testing the process of storing product data, product categories, users, customers, orders, chats, ratings, shopping vouchers, reports as well as the edit and delete process	Black Box Testing

Table 3. Data Input Testing

Input Data	Expected Process	Observation	Conclusion
Normal Data			
Enter the required data completely	Data can be saved into the database and displayed on the data page	The process was successful as expected	Succeed
Lacking Data			
Did not enter any of the data according to the form	The system rejects the process	The process was successful as expected	Succeed

From the test results it is stated that if the data entered is in accordance with the available form, then the data will be saved into the database. However, if the data entered is incomplete and does not match the form, the system will reject the data storage process and the system will display the data input form again.

The result of the implementation of the CRM system built at the Tanjung Shoe Store, it can be explained that the CRM system at the Tanjung Shoe Store can make it easier for admins to manage store operational data, both product data, promotion, and vouchers, as well as sales data. So, the system makes it easier for admins to create reports. Store owners can also easily check and control shop progress at any time online. This can minimize errors that can be detrimental. This operational data can be utilized to create better marketing strategies based on customer behavior, market trends and customer needs. So, the service system will also improve to focus more on establishing relationships with customers to retain customers. For customers, the CRM system at the Tanjung Shoe Store makes the shopping and transaction process easier, because it can be done online without having to come to the store in person. Customers also get information quickly and accurately,

customers can carry out two-way communication effectively with the chat feature on the system. Customers can submit suggestions or complaints via the contacts provided in the system. Customers can use vouchers or promos provided by the Tanjung Shoe Store.

**CONCLUSION**

The results of implementing the CRM strategy carried out at the Tanjung shoe store can make it easier for customers to carry out online transactions and get accurate information, for store owners it makes it easier to manage operations, analyze customer needs and collaborate with customers, by utilizing CRM features such as data management, chat, discounts, product ratings and online ordering. So, this can improve customer service and optimize better marketing strategies.

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