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Implementation of Customer Relationship Management (CRM) based on the Vtiger application

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Abstract

To compete and develop business better, entrepreneurs must continue to innovate in running their business. One of the innovations that entrepreneurs can do is to implement technopreneurship in the business they do. Therefore the company implemented a CRM program. For customers, these programs and software should be easy to use, very effective

and efficient and can be used to track matters relating to customer relationships. On the other hand, at the same time, the company also benefits from increasing the efficiency and productivity of the company as well as providing a consistent service and experience for its customers through various means and media that its users can choose from.

Keywords: Information Systems, Customer Relationship Management (CRM), services, Vtiger

1. Introduction

In the current era of globalization, information is increasingly rapid, making customers in a company smarter and making more demands. Customers find it easier to find information, by digging up various information needed from global information sources in cyberspace (the internet), so that customers can find various information both about prices, quality, payment systems, services, and other facilities that can be offered by the company.

At this time, in maintaining a company in the era of globalization, it is necessary to have an information system that can make a company last long, namely having a Customer Relationship Management (CRM) information system. Customer Relationship Management (CRM) is an integration between information technology and marketing, where by utilizing CRM, companies will know what customers expect and need, so that emotional bonds will be created that are able to create close and open business relationships and two-way communication between companies and companies, the customers.

One of the Customer Relationship Management (CRM) applications is Vtiger. Vtiger (<https://www.vtiger.com/id/>) is the most popular CRM application solution. This application helps companies to organize and maintain information efficiently in all aspects related to customers. Vtiger was launched as an offshoot of version 1.0 of the Sugar CRM project launched on December 31, 2004 and to date with version 6.1 released on September 16 2014 which can be viewed via its official website.

(Amin and A, Vol. 8, No.2, 2014) The application of Customer Relationship Management (CRM) is expected to be able to make customers loyal to the company so that the relationship that occurs is not only a relationship between sellers and buyers, but rather leads to a partner relationship. Companies become more aware of what customers want and need so that customers will not turn to competitors. You can imagine, how much profit will be released if we do not care about customer satisfaction.

2. Literature review

Customer Relationship Management (CRM)

There are several definitions of Customer Relationship Management (CRM) which are taken from several sources, including: According to Kotler (2005: 81) CRM is a process of managing detailed information about each customer and carefully managing all customer "touch points" with the aim of maximizing customer loyalty.

Meanwhile, according to Paul (2005: 08) CRM is a strategy used to learn more about the needs and characteristics of customers in order to develop closer relationships with customers. Good relationships with customers are at the core of success in business.

Information Systems Concept

The definition of information systems according to Whitten *et al* (2004: 10), "The arrangement of people, data, processes and information technology (IT) that interact to collect, process, store, and provide as output information needed to support an organization.

Information Technology Concept

According to McKeown in M. Suyanto's book, 2005: 10, "Information technology is technology that refers to all forms of technology used to create, store, change, and use information in all its forms." According to Martin *et al*, in M. Suyanto (2005:10), "Information technology is a combination of computer technology (hardware & software) to process and store information with communication technology to transmit information.

Service Quality Concept

Management determines how new services the company provides to its customers (customers). The opinion of Kotler (1997: 49) states that service quality is the overall feature or nature of a product or service that affects its ability to meet stated or implied needs. Meanwhile, according to the American Society for Quality Control, quoted by Lupiyoadi (2001: 144) that service quality is the overall characteristics or characteristics of a product or service in terms of its ability to meet predetermined or latent needs.

3. Method

This type of research is descriptive research. Descriptive research is a study conducted to determine the value of one variable and collect data in the form of words and pictures. The focus of this research includes.

1. Application of Customer Relationship Management (CRM) in information systems
2. Customer Relationship Management (CRM) based on the Vtiger application

4. Result and discussion

Vtiger features

In its latest version 6.14.0 (2014), Vtiger offers all CRM functions as follows.

1. Sales automation (customized product entry, inventory management, quotation, billing, and ticket issues)
2. Customer support and service functions, including a customer self-service portal
3. Marketing automation
4. Inventory management
5. Analysis and reporting

The advantages of Vtiger

1. Based on cloud computing
2. Easy installation
3. Open Source and Free License
4. Paid for premium features with cloud computing
5. Can be used via an Android smartphone or iPad

Lack of Vtiger

1. Cannot be accessed with PhpMyAdmin
2. There is no additional module builder feature
3. Not yet integrated with the SMS Gateway service
4. Not yet available for Indonesian

Vtiger system

▪ **Register Vtiger Customer Relationship Management (CRM) App**

Initial registration for a live demo of the Vtiger CRM application by entering the requested data.

Almost there!

About Me (We promise to keep this private)

085224980588

Indonesia

8 - 15

CEO/President

Computer Software

Information Technology

Preferences (All fields below are required)

Indonesia, Rupiahs(Rp)

US English

(UTC+07:00) Bangkok, Jakarta

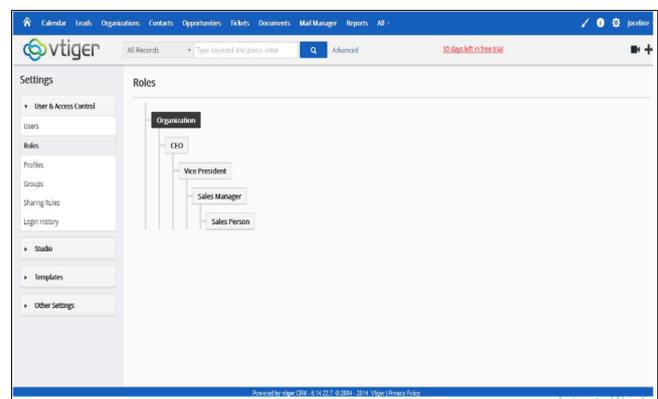
dd-mm-yyyy

Would you like to have demo data?

Get Started

▪ **Organization Structure**

One of the important features of Vtiger CRM is the creation of an organizational structure that can be useful for categorizing several employees in a company in the work environment and according to their fields.



▪ **User Login History**

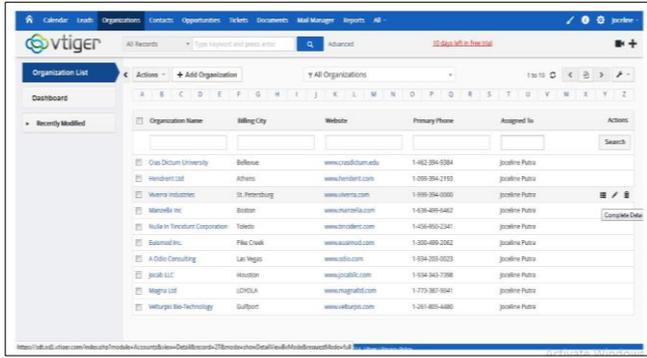
The track record of logging in, adding, changing, deleting data for each user can be displayed on this page.

User Login History

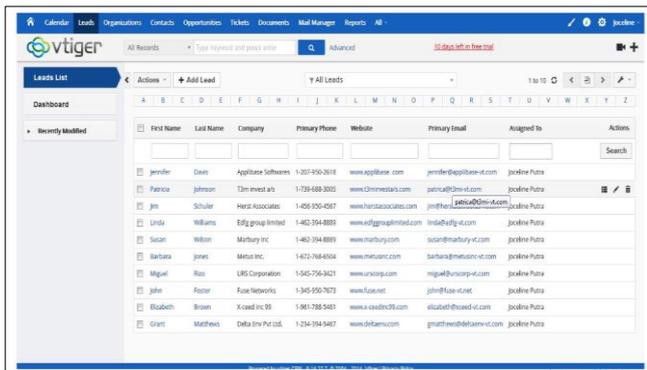
| User Name | User IP Address | Sign in Time | Sign out Time | Status |
|---------------|-----------------|---------------------|---------------|-----------|
| Joceline Pata | 114.134.27.56 | 03-12-2014 10:58 AM | --- | Signed in |
| Joceline Pata | 114.131.130.0 | 01-12-2014 01:03 AM | --- | Signed in |
| Joceline Pata | 114.134.7.68 | 01-12-2014 11:29 PM | --- | Signed in |
| Joceline Pata | 114.134.38.155 | 01-12-2014 9:31 PM | --- | Signed in |
| Joceline Pata | 39.251.252.3 | 27-11-2014 6:01 PM | --- | Signed in |
| Joceline Pata | 114.131.131.72 | 27-11-2014 09:25 AM | --- | Signed in |

▪ **Organization Contact Detail**

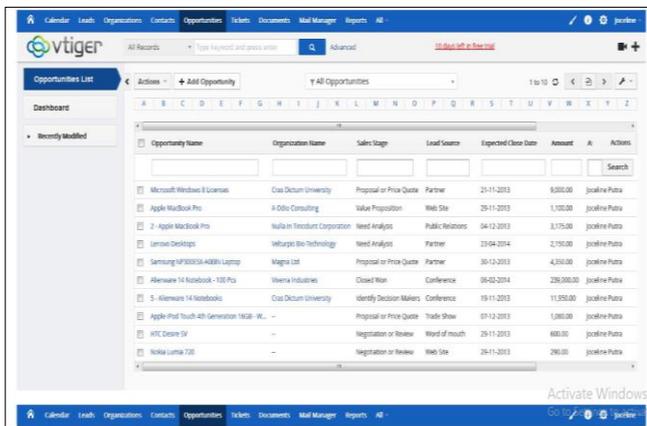
The contacts of each company and organization can be added, including the name of the organization, location, website, telephone, person in charge of the assignment, etc.



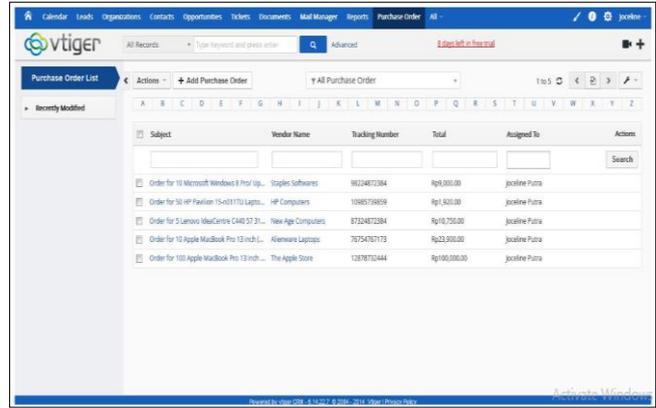
- Leader Contact Details**
 One of the Vtiger features is to add individual contacts from any company or organization that work together.



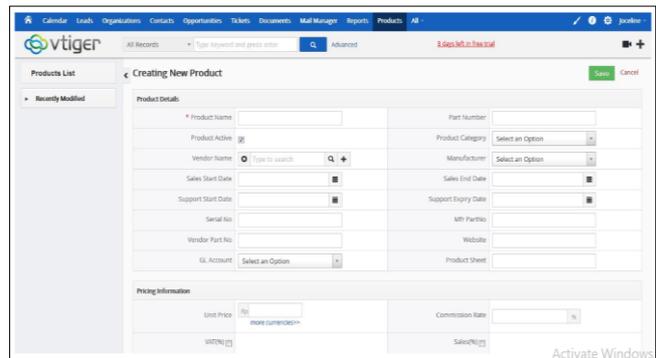
- Product and Service Opportunities**
 Contains product data for companies engaged in sales and services for those engaged in services. The addition of a product will be recorded in detail.



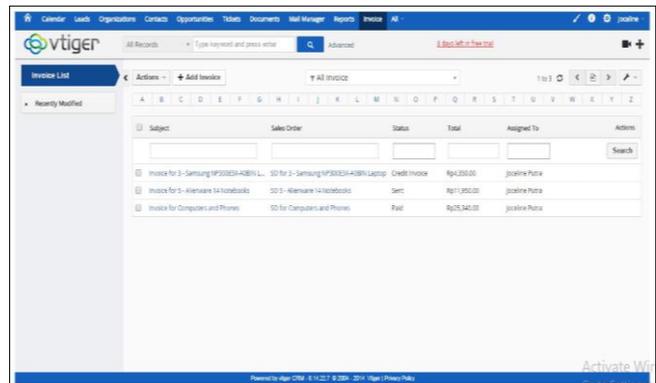
- Purchase Order**
 For the creation of an order letter in great detail, it can be described below and used for the purposes of addressing suppliers / vendors and service providers.



- Sales Product**
 The sales data can be entered here, along with the details of each item's spare part number as well as the price and quantity of goods available.

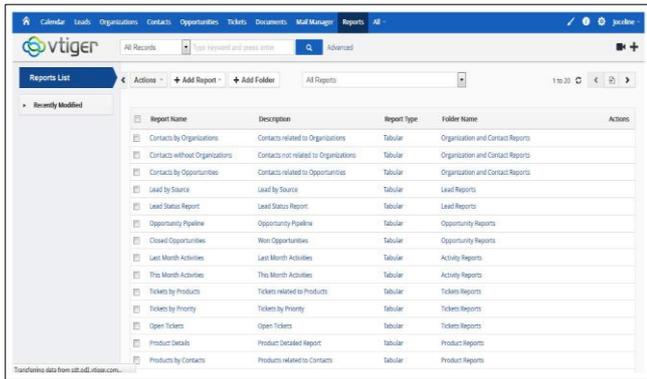


- Invoice**
 Creating invoice letters can be done in this module, this data can also be categorized according to credit, paid, sent status.



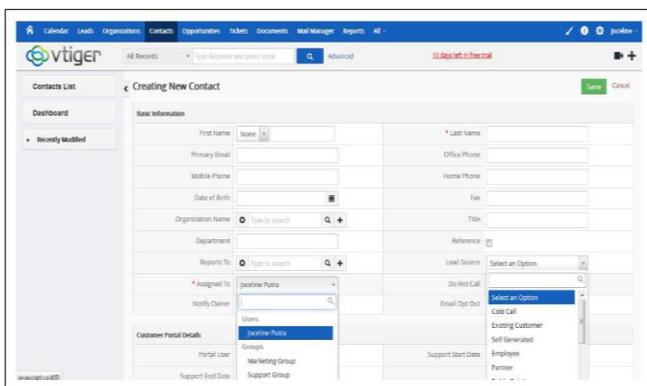
- Reports**
 One of the most important features of Vtiger CRM is the Reports module which can accommodate all employee input data in the form of Contacts, Company Name, Organization,

Meeting Schedule, Cooperation Planning, Procurement Planning, Sales Reports, Goods Reports, Problem Reports and Customer Complaints.



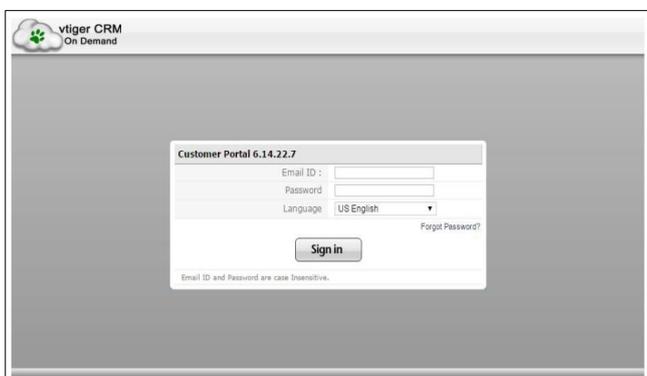
Customer Contact Details

Useful for storing personal contact data (customer) and from an official company (which does not cooperate), very useful for the sake of offering a product or service.



Customer Login

The following is an illustration where customers who have become loyal customers and are given permission to access the special customer portal can follow a problem case or provide input if there is a case that can be helped. The customer can raise a problem regarding the product he has bought if there is a damage without having to go to the product sales outlet or the place for filing the damage which is still guaranteed.



5. Conclusion

Customer Relationship Management is an application that can be integrated into a company's information system by making workflow changes and analysis of customer responses. CRM is very important for companies in maintaining good relationships with customers. CRM can be

an added value in increasing competitiveness with other competitors, because with good relationships with customers, their loyalty will increase, and with the power of word of mouth, customers can recommend products or services that the company offers to others, so that they will increase profit for the company.

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