

## **ABSTRACT**

### **DESIGN AND DEVELOPMENT WEBSITE-BASED CUSTOMER RELATIONSHIP MANAGEMENT (CRM) OPERATIONAL SYSTEM USING THE SCRUM METHOD**

**(Case Study of PT. Cazzh Teknologi Inovasi)**

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*PT. Cazzh Teknologi Inovasi is a software provider company with a B2B (business-to-business) and subscription business model located at Bonavida Park housing, Jl. Raya Karanggintung, Sumbang District, Banyumas Regency, Central Java. PT. Cazzh Teknologi Inovasi has a service division that is responsible for serving customers starting from the registration process, training, and system maintenance. The service division has several problems including operational activities, including the creation of documents for customer onboarding purposes using google forms takes a long time because the creation of documents is done by one admin and has not been saved by the system so that there are cases of document loss and there are questions about how to use the system by customers even though they have undergone a training process on the use of the system. As a solution to overcome the above problems, a website-based Operational Customer Relationship Management (CRM) system is needed to maximize the operational performance of the service division with features for internal data management of the service division, creation of onboarding documents and e-learning features that contain videos of using the system. During the system development process, the method used is scrum, this is because scrum has principles that are in line with this research, where this research process can be flexible, fast and involve stakeholders. The system developed by the researcher can help improve the efficiency of operational processes such as managing partner data and creating administrative documents. This is evidenced by the results of speed measurement before and after the implementation of the system with the acquisition of speed increase in the process of making SPH (80.3%), making Mou (31.6%), making Invoices (54%), making receipts (25%), and making STPD (51%)*

**Keywords : Customer, Operational CRM, Scrum, Website.**