

ABSTRACT

Currently, developments of technology and business are increasingly advanced causing increasingly fierce competition. One way to maintain the company's survival is to maintain good relationships with customers. Because from research results retaining existing customers is much easier than getting new customers. PT ICON+ which focuses on providing information and communication technology (ICT) solutions, provides an internet service product called ICONNET. This service is a connectivity solution that provides added value for customers. The solution provided is in the form of data communication that connects customer locations in various parts of Indonesia. The end-to-end fiber optic network will ensure a fast and secure exchange of information. In realizing this mission, ICON+ proactively increases capacity and expands the network so that it can expand the company's service range. One of the steps that can be taken to support the ICONNET service is to utilize existing technology and marketing concepts, namely the use of an Android-based CRM (Customer Relationship Management) application. For this reason, PT.ICON+ uses an application called AIRCrm to support the registration process for the ICONNET service.

Keywords: CRM, AIRCrm Application, ICONNET.