

# **Penerapan Customer Relationship Management dalam Sistem Informasi Penjualan Sparepart Mobil**

(Application of Customer Relationship Management in Information Systems Car  
spare parts sales)

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## **ABSTRACT**

Automotive repair company, there are several common transaction processes, namely the transaction service, spare parts or goods purchases and sales transactions of spare parts or goods to the customer. One company that is engaged in the repair of the car. Business processes are performed Purchase spare part or item that serves the sale of spare parts or goods to customers, and sell spare parts of goods if the goods necessary spare parts during servicing. In this process we have a solution at the moment of customer data records or car because every car that entered regarded as a new customer. Then this history will we build cars for customers who registered into the system is looking for customer data that means the customer is a regular customer there is a card or our workshops. So our customers will be able to know the service regularly and routinely, as has been noted as regulars. And it also can promote the new customer or the customer eg there is a special day in this month we will provide discounts and bonus items in the purchase of such buy 3 get 1 free.

Keywords: history, find the concept of CRM customer data