IMPLEMENTATION OF PRODUCT SALES SYSTEM BASED E-CRM AT PHONE SHOP

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Abstract

Background :. Dragon Phone is a product sales shop with a cash or COD transaction process with the product brands selling Samsung, Vivo, Oppo, Readmi, Realmi and Nokia mobile phones. Dragon Phone also provides Accessories in the form of Charger, Anti-scratch, Powerbank, Handsfree. **Method:** A system is needed that supports marketing, sales and service processes using a web-based Customer Relationship Management (CRM) method. The method in this study was carried out using qualitative methods with data collection techniques, namely interviews and observation. This research was designed using the PHP programming language and MySQL database. **Result**: This research was conducted with the aim of designing a new system, namely attractive and effective web-based Customer Relationship Management for sales and customer service according to the needs of stores and customers, assisting Dragon Phone in giving confidence to customers by implementing cash and COD (Cash On) transaction features. Delivery). **Conclusion** : in the system and provide solutions to increase sales revenue on Dragon Phone such as applying discount features and shopping vouchers to customers. In line with current technological and social media developments, various efforts have been made to increase sales and transactions. In the implementation of this system will display the implementation of the interface design. The implementation of this interface design is divided into two parts, namely the implementation of the user interface design and the implementation of the admin interface design

Keywords: CRM, Product Sales System, PHP, Management.

INTRODUCTION

Current technological developments also require a company to continue to improve its ability to process data and obtain information that is more accurate and efficient in order to be able to find out the needs, wants and levels of customer satisfaction that keeps customers loyal in buying products or products. use the services of the company.[1]

The importance of service to customers, so in this case technology is able to help existing problems, namely in the sales, marketing and service processes.[2]

With information from customers about what they need, the company is able to quickly provide feedback and solutions for customers, so that consumers/customers will get satisfaction and their trust and loyalty will persist and even increase in the company. [3]

With this E-CRM, companies can integrate and automate customer service processes in the areas of sales, marketing, and product services related to the company, and can retain old customers, bring in new customers and increase sales

for businesses.[4] .This research was conducted with the aim of designing a new system, namely attractive and effective web-based Customer Relationship Management for sales and customer service according to the needs of the store and customers, assisting Dragon Phone in giving trust to customers by implementing cash and COD transaction features. (Cash On Delivery) in the system and provide solutions to increase sales results on Dragon Phone such as applying discount or voucher features to customers.

METHOD

Customer Relationship Management (CRM) is currently one of the strategies used by companies to better know and understand their customers, so that companies can provide the best service and foster better long-term relationships with their customers. Customer Relationship Management (CRM)) aims to increase the growth of long-term company profitability.[5]

There are three frameworks used in customer relationship management, namely:[6]

1. Operational Customer Relationship Management is an integrated automation process of all business processes that run within the company, both sales and marketing.

2. Analytical Customer Relationship Management Is the process of analyzing the data generated through operational processes. This phase includes data mining, needs analysis, market trends and customer behavior.

3. Collaborative Customer Relationship Management Is a process of collaborative application services including e-mail, personalized, e-communities, discussion forums and the like that provide interaction facilities between companies and their customers.

The type used in this study is Operational CRM

where this type provides a system that can help work processes on Dragon Phone from marketing, sales and customer service. And Analytical CRM where this type displays sales charts.

The benefits of Customer Relationship Management (CRM) are as follows:[7]

1. The number of consumers increases, namely looking for new customers while still maintaining the level of satisfaction of existing customers.

2. Knowing the level of company ownership of consumers, namely by knowing the needs of consumers. Knowing the level of company ownership of consumers, namely by knowing the needs of consumers.

3. Knowing the needs of consumers in the future, namely through the results of transactions that have been carried out and from the results of analysis of transaction data that has been collected.

4. Knowing abnormalities in each transaction activity, namely knowing criminal acts such as fraud and so on.

5. Knowing the improvements that must be made to the service provided to consumers.

6. Able to analyze patterns of transaction data, for example being able to know the combination of products to be sold at certain times.

7. Reducing operational risk, namely by knowing predictions that will occur and mistakes that have been made through customer history

Personnel or user needs include those involved in the creation and implementation of this system:

1. System analysis: the person responsible for analyzing the system by examining the problems encountered and identifying needs.

2. Programmer: a person responsible for researching, planning, coordinating, and recommending software options.

3. Users: The party using this system or application is the administrator of Dragon Phone.

From the author's research and observations, it's clear that the system designed for use in Dragon Phone shops. Main Components of Customer Relationship Management (CRM)

There are main components in Customer Relationship Management (CRM) consisting of:[10]

1. Strategic Process, namely the CRM process initiated and implemented from the highest part of an organization.

2. Selection, namely after formulating the strategy that will be used by the company in running CRM, the company selects and focuses on allocations to consumers who are considered capable of providing greater and more profits for the company.

3. Interactions, a company in its interaction with consumers generally occurs only in the corridor of selling goods or services to its consumers.

4. Customers, consumers become a very important element for a CRM process.

5. Current and the future value of the customer, optimizing the satisfaction value for existing customers as well as for potential customers for a company means that it will make the company move from single transactions to maximizing profits and profits from various transactions broad in nature.

Electronic Customer Relationship Management (E-CRM)

E-CRM is a means to implement the CRM strategy. Electronic Customer Relationship Management (E-CRM) is an implementation of a CRM strategy using information technology to be able to assist customer service in order to grow customer and company value.[11]

General Features of Electronic Customer Relationship Management (E-CRM)

There are common features in Electronic Customer Relationship Management (E-CRM) consisting of:[12]

1. Site Modification

One of the most important advantages of web-based CRM is the amount of information available to customers who access it.

2. Alternative Channels

Different ways of contacting the company have been offered, for example e-mail, fax, toll-free number, mailing address, call-back button, and bulletin board.

3. Membership Visitors may request a password

With this password, users can continue to access the site with passwords that protect web pages on the website.

4. Mailing and Messaging Lists

To get more information, visitors can add their e-mail address and mobile number to a list to receive e-mails and messages automatically.

5. Introduction to Users

First Time Visitors entering the site for the first time may access an introductory page. This page contains information on how to use the site efficiently.

RESULT

Hardware is one or part of a computer component, whose properties can be seen or touched directly or in physical form, and which helps support computing or computerization processes..

Used Hardware Table

No	Hardware Name	Spesifikasi	Amount	Fungsion	Price

1	Laptops	a.	*Processor:* Intel(R) Core(TM) i3-7020U CPU @ 2.30 GHz 2.30 GHz	1	As an interface tool, viewer and controller.	Rp.5.500.000, -
		b.	*Memory:* 4 GB	1		
		c.	*Hardisk:* 1.000 GB	1		
2	*Printer*	Canon		1	Report printing tool.	Rp.1.100.000, -
Total						Rp.6.600.000, -

Table 1. Hardware Tools

Software Used

No	Requirement		Description	Function	Price Used
1	Sistem Operasion		*Windows 10*	No Requirements Regulate or control the work of hardware or hardware and run applications or software in a computer system. Function Function Price Used	-
2	Aplikasion	a.	*Microsoft word 2010*	Is a word processing software that includes creating, editing, and formatting documents.	-
		b.	*PHP*	Create or develop static websites or dynamic websites or web applications.	
		c.	*Xampp*	Speeds up and makes it easier for us to create a website. Produces a very neat programming structure, both in terms of code and the structure of the php files.	
		d.	*MySQL*	Is an open source database that is used to build web applications.	-
		e.	*Sublime Text*	Is a text editor application that is very useful for writing some code and is able to open various types of files.	
		f.	*Microsoft Visio 2010*	To assist in making diagrams, flowcharts or flowcharts and make it easier for us to design a system.	
Total					-

Table 2. Software Tools

System configuration is the arrangement of the parts that make up the whole system.

Figure 1. Customer List Main Menu Page
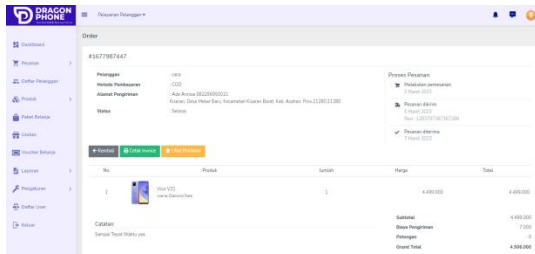

Figure 2. CRM Design

Figure 3. Sales Management Admin

CONCLUSION

In the implementation of this system will display the implementation of the interface design. The implementation of this interface design is divided into two parts, namely the implementation of the user interface design and the implementation of the admin interface design.

Before this system is run on an internet server, this system will be run on a computer first. Activate XAMPP and MySQL database before running the system that has been created. If both are active, then run a web browser, such as Google Chrome or another browser. The system implementation process is complete, a program is produced that is ready to use. Prior to that required testing to test the ability of the program. The goal is to find out that the elements of this system are functioning as expected.

From the implementation and testing results, it can be explained that the system designed on Dragon Phone is a system that makes it easy for customers to find the desired product, can select products and place orders quickly.

Based on the implementation and testing that has been carried out while creating this system, several conclusions can be drawn as follows:

1. The current marketing and sales information system still has weaknesses, especially in the process of marketing, sales and customer service.

2. Implementing a product sales system using the Customer Relationship Management (CRM) method can help and

simplify cash or COD payment transactions.

3. The system implemented can make it easier for Dragon Phone to improve service to customers, so that customers can still trust the purchase of cellphone products or other accessories on Dragon Phone.

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