

ABSTRACT

CRM (Customer Relationship Management) has been increasingly recognized as a business strategy to effectively understand, manage and sustain customer relationship with advanced information and communication technologies. However CRM implementation is more than just an IT technology implementation, it is actually a complex project and therefore many companies has failed the CRM implementation and failed to get the benefit of CRM.

The purpose of this case study is to assess readiness dimensions of CRM implementation in Pertamina Aviation Business Unit to get an overall measure of readiness. The readiness dimensions for CRM are the categorized dimensions that is based on their nature of risk factors. Then using the hierarchical model developed by Fotohiyehpour 2006 consisting of six main dimensions, seventeen sub-dimensions, and forty eight indicators, the readiness of CRM implementation in Pertamina Aviation is assessed.

Finally the data from the assessment is analyzed using the corresponding AHP (Analytical Hierarchy Process) weight matrix to measure quantitatively the readiness in each dimensions and the overall readiness. The result will be used as feedback to improve the readiness in each dimension in order to minimize the risk of CRM implementation failure in Pertamina Aviation.

Keywords:

CRM Readiness, CRM Critical Success Factors, CRM Implementation, CRM Failures