

Abstract

Customer Relationship management (CRM) system is a technological asset used to manage the customer relationship, and a database that is crucial for an organization nowadays. It helps the organization to engage with leads and customers, and get insights about the business. The objective of this research is to analyze and observe the utilization of Zoho CRM system in a company towards a project called ‘CTT China Tourism Training’. The research was conducted in the form of an internship and took place in the China Outbound Tourism Research Institute (COTRI) with the duration of three months from 15 July 2019 until 15 October 2019 in Hamburg, Germany. The research was done through the observation and access to the COTRI’s database system. Based on the result of the observation, the use of Zoho CRM database has helped the organization to develop its project in identifying the collaborative partners and enabled them to connect with a number of collaborative partners throughout the process.

Keywords: CRM, Database, Project, Information system, Internship