

## Evaluasi strategi customer relationship management oleh PT Bank IAN = Evaluation of customer relationship management strategy by PT Bank IAN

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### Abstrak

Laporan magang ini membahas evaluasi atas kesesuaian antara teori strategi Customer Relationship Management dengan praktik nyata yang dijalankan oleh PT Bank IAN dalam menerapkan strategi Customer Relationship Management terhadap nasabahnya. Dalam pembahasannya, terdapat keterbatasan dalam data untuk mengevaluasi detail program atau protokol yang dijalankan pada PT Bank IAN. Karenanya, lingkup pembahasan hanya meliputi kesesuaian eksekusi strategi Customer Relationship Management oleh PT Bank IAN dalam mengakuisisi nasabah baru dan mempertahankan nasabah lama. Selain itu, laporan ini membahas evaluasi atas kesesuaian tim Divisi Relationship Manager Bank IAN dengan Teori Model Efektivitas Tim oleh Robbins & Judge (2015), serta stakeholder management nasabah. Evaluasi dilakukan dengan membandingkan kerangka evaluasi, yaitu teori yang telah dipelajari pada mata kuliah Pengantar Manajemen, Struktur, Proses, dan Perilaku Organisasi, Strategi dan Manajemen Kinerja Organisasi, serta beberapa referensi relevan lainnya, dengan pengalaman penulis selama menjalani magang pada Divisi Relationship Manager Bank IAN di PT Bank IAN. Melalui analisis yang dilakukan, dapat disimpulkan bahwa praktik PT Bank IAN, walau agak berbeda dengan teori, memiliki esensi yang sama dengan kerangka evaluasi.

.....This internship report discusses about the suitability check of the Customer Relationship Management theory with the real practice carried out by PT Bank IAN in maintaining the relationship with its clients. Due to the data scarcity of PT Bank IAN's customer acquisition programs and protocols, the report will not evaluate the program effectiveness. Thus, the scope of discussion includes the suitability evaluation of PT Bank IAN'S Customer Relationship Management strategy in acquiring new clients and retaining existing clients with theory. In addition, this report also evaluates the suitability of PT Bank IAN Relationship Manager Division with Effective Team Model by Robbins and Judge (2015) and client stakeholder management. Evaluation was conducted by comparing the evaluation framework, namely the lesson that has been studied in Introduction to Management, Structure, Process and Organizational Behaviour, Strategy and Organizational Performance Management courses, as well as several other relevant references, with the author's internship experience in Bank IAN Relationship Manager Division at PT Bank IAN. From this analysis, it is concluded that real practices performed by PT Bank IAN has the same essence as the evaluation framework although has slight differences from the theory.