Implementation of CRM Applications in Social Programs BMT Insan Mandiri

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ABSTRACT

This research is focused on evaluating the effectiveness of a customer relationship management (CRM) application, specifically tailored for XL-based customers, in enhancing the operational efficiency of the BMT Insan Mandiri social program. The study employs a descriptive qualitative analysis to delve deeply into how the application influences data management, interpretation, and strategic decision-making processes within the organization. The primary aim is to assess whether the CRM tool significantly improves the organization's ability to manage customer data, which is crucial for tailored communication and service delivery. By analyzing user interactions, feedback, and engagement within the CRM system, the study provides insights into how effectively the application streamlines data handling and facilitates a more personalized approach to customer relations. Furthermore, the research explores the application's role in aiding the BMT Insan Mandiri program to interpret customer data accurately. This aspect is vital for understanding customer needs and preferences, which can then be used to formulate more effective and targeted social program strategies. Additionally, the study examines the impact of the CRM application on strategic planning. This includes evaluating how the application assists in formulating strategic steps that align with the organization's goals and customer expectations, thereby enhancing the overall efficacy of the BMT Insan Mandiri social program.

Keywords: CRM; Social Program; Data

INTRODUCTION

Marketing strategies are needed to face developments in the industrial world and the service world, including social institutions. One way is to develop customer relationship management (CRM). As we know, CRM is a product whose main focus is how to retain customers, manage data and increase sales and marketing (Kalakota, 2001) , (Phillip Kolter, 2003) , (Laudon, 2002) .

CRM or customer relationship management is a better strategy for implementing communication and information technology products which helps businesses to be more effective in improving marketing and customer support. This will provide considerations in making

decisions. The advantages of CRM can also be said to be a business philosophy that describes client placement strategies as an activity and cultural process in terms of improving company services (Alfarisi, 2021), (Amanda, 2022).

The CRM application will centralize data, for strategies to increase sales, marketing and customer service which aims to optimize customer data, monitor sales, marketing and service, increase customer understanding, personalize experiences and be superior to competitors (Mekari), (Aryanata, 2021) .

As we know, the existence of customers is something that is very crucial (Hasan, 2023), the existence of customers, in this case donors, is something that is very important for implementing the programs that have been offered, not only as a source of donations but also as a long-term asset that needs to be managed well. The method that can be used is customer relationship management because customers or donors determine the direction of program development in the future (Yasiukovich, 2021), (Öztamur, 2014), (Rosalina, 2019).

According to (Kalakota, 2001), (Nabila, 2023), (Soedianto, 2022) the CRM Phases consist of, firstly, new customers are obtained from easy access to information, innovation and attractive services. Second, customer value increases due to the excellent relationship between customers and customer service in service. The three customers are retained by providing special offer benefits to customers. The main goal of CRM is customer satisfaction or a strategy for developing relationships with customers which is of course expected to increase long-term profit growth.

BMT Insan Mandiri is a business entity with a sharia cooperative legal entity which is permitted to manage zakat, infaq and shodaqoh funds as well as humanitarian funds on condition that it collaborates with the national zakat amil institution. Currently BMT Insan Mandiri collaborates with Dompet Dhuafa as a zakat management partner. BMT Insan Mandiri as a social and business institution requires a strategy. (Maghfira, 2022)

In 2023, BMT Insan Mandiri will have 6 main social and humanitarian programs with 21 derivative programs including Koran and Iqro alms, incentives for Koran teachers, health insurance for reciting the Koran, facilities for TPA, food for students, ATK for TPA students, Ayatim Elementary School, payment of tuition fees for elementary school kindergarten students and poor TPA, textbooks for students, Islamic syiar, Eid greetings for orphans, poor people and Koran teachers, business capital for poor people, students and Koran teachers, humanitarian assistance in the form of health assistance, disaster relief and humanitarian aid others, and waqf for the establishment of learning centers for kindergartens, TPAs, elementary schools and others (Jamil, 2023) .

One of the obstacles experienced by BMT Insan Mandiri is data processing, Muzakki and mustahik. Due to the absence of a system that can be used to analyze and follow up muzakki directly, this results in inconsistent muzakki donations. Donors who usually donate, are no longer donating, which could be due to a lack of intense communication between BMT Mandiri and donors. Apart from that, analysis of muzakki is also rarely carried out, such as mapping, follow-up plans, and other programs that are ways of retaining donors. So there is a real need for a Customer Realtionship Management program that is considered capable of overcoming problems related to how to manage Muzakki.

So the aim of this research is to find out the extent of the effectiveness and results of the analysis of the use of Customer Relationship Management in the BMT Insan Mandiri social program, especially the Koran illiteracy eradication program and compensation for orphans by using the data dashboard as a reference.

METHOD

In addressing the research problems previously outlined, this study employs a descriptive research methodology, focusing specifically on an in-depth analysis of customer relationship management (CRM) within the BMT Insan Mandiri social program. This approach is particularly suited to exploring the intricate details and nuances of CRM application in a social program context.

Descriptive research, as applied in this study, involves a detailed, qualitative examination of the CRM system, emphasizing how it is utilized in the initiatives of BMT Insan Mandiri, particularly in its programs aimed at eradicating Quran illiteracy and providing compensation for orphans. This method is chosen for its effectiveness in providing a comprehensive understanding of the operational dynamics and the impact of CRM in these specific program areas. The qualitative aspect of this research allows for a nuanced exploration of how CRM tools are being used to manage and enhance interactions with the program's beneficiaries, stakeholders, and other relevant parties. The study delves into the various ways in which CRM facilitates better communication, more efficient data management, and improved strategic planning in these social initiatives.

By focusing on the eradication of Quran illiteracy and compensation programs for orphans, the research aims to shed light on the specific challenges and opportunities these areas present in the context of CRM application. It will explore how the CRM system helps in tracking the progress of the programs, managing and mobilizing resources, and enhancing the overall effectiveness of these initiatives. The findings from this analysis are expected to provide valuable insights into the role and effectiveness of CRM in social programs, contributing to a deeper understanding of how technology can be leveraged to improve the management and impact of social initiatives like those of BMT Insan Mandiri. This, in turn, could serve as a model for similar programs looking to incorporate technological solutions into their operations.

RESULT AND DISCUSSION

Result

1. CRM in the Quran Alms Program

The BMT Insan Mandiri Al-Qur'an alms program to eradicate Al-Quran illiteracy is very important to bridge the social gap in access to education. Through the Al Quran alms program, people can donate part of their assets, including the Qoran or other forms, to support poverty alleviation projects.

In this research, the focus is on the effectiveness of the *customer relationship management program* in managing donations for the Bmt Insan Mandiri quran alms program. There are 60 data that are research objects. Of the total 60 data details, six of them are financial donations, while the other 54 are not included in that category.

Based on *customer relationship management analysis*, the following are several reasons for donors/muzakki to donate as follows; supporting projects to develop the quality of human resources in the religious sector, empowering local residents, as a form of worship and maintenance of religious values, as a shared responsibility to maintain Islamic traditions, and as a form of support for improving the quality of education (Mujiatun, 2018).

In general, Muzakki's hope is that this program will have a positive effect on society in improving the quality of religious-based education carried out by educational leaders in remote areas. Muzakki realizes that their participation can help those in need and create positive change

in society. Donate in various forms as a concrete step to get involved in developing their community. This creates a sense of shared ownership and responsibility towards a better future.

In understanding the community's contribution through donations to the BMT Insan Mandiri Quran alms program, we not only witness physical transformation in the form of infrastructure and scholarships, but also profound changes in the quality of people's lives. Through awareness of religious values, social responsibility, and concern for economic and educational development, society has formed the foundation for a brighter future.

Donations to the Quran alms program are not just a financial transaction; this is an investment in character formation, potential development, and the creation of shared prosperity. From humanitarian projects to increasing access to education, these Donations create a lasting imprint of kindness in our community's history.

Bmt Insan Mandiri and the community continue to play a role in eradicating illiteracy in the Quran through a *shared vision of building the independence of the ummah* . Hopefully, the trail of shared goodness will continue to grow and bloom, providing inspiration for all of us to follow in the footsteps, building a network of solidarity and justice that involves all levels of society. With donations that continue to flow, we not only inherit material wealth, but also a legacy of values that form the basis for sustainable and empowered development. Through the role of BMT Waqaf Al-Qur'an, the community has proven that by uniting, they are able to become agents of positive change for a better future (Supriyatno, 2021), (Pratiwi, 2020) (M.Saleh Malawat, 2018).
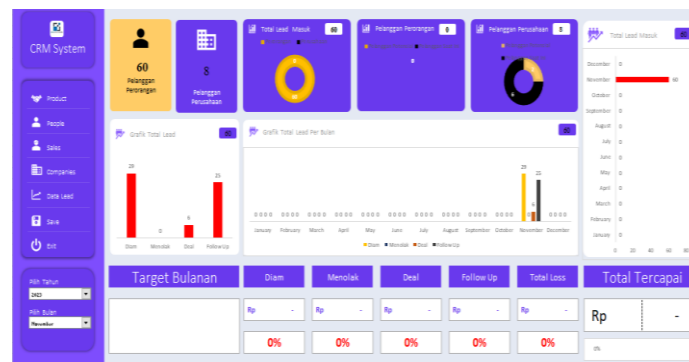

Figure 1.
The following is the CRM data dashboard for the Al Quran Alms program
Source: Primary data processed by the author

From the *dashboard data* above, it can be seen that 60 data were received, 6 of which were deals with a total transaction of 550,000. This application shows that there are 60 people who are the marketing objects for the Koran Alms program which is carried out through social media or direct offers. From the results of offers to 60 people, it can be analyzed that 6 people or 10% of them succeeded in getting to the deal stage, or accepted the offer. There were 29 people who were silent, meaning they did not provide any comments regarding the program being offered. And 25 people gave feedback which required further follow up to reach the donation stage.

2. CRM in the Orphan Compensation Program

Based on the results of the CRM application, there were 37 people who became marketing objects via digital pamphlets. The form of marketing is spreading via WA status, Instagram and

personal contact via WhatsApp personally. Of the 37 people, 12 of them made donations, 5 people followed up, 12 people were silent and 8 people refused to make a donation.

The donors were spread from various regions, originating from Makassar, Bulukumba, Bone, Garut and Java who were contacted by the BMT Insan Mandiri team. The background of this donor is none other than friends, relatives and family (Wijayanti, 2009).

The reasons why donors donate are very diverse. among others, namely; intentions from the heart, concern, glorifying orphans. Part of the teachings of the Islamic religion, wanting to give hope and share happiness for them. The reason for follow-up is that the average person wants to give but is hindered by other needs. And the reason for silence is mostly because of each other's busy lives and the reasons why. Some donors refuse to donate because they are economically disadvantaged.

In the process of searching for donors, we can conclude that a personal approach provides a better impact than just sharing on social media by providing an approach related to the program we are implementing.

Funds for orphans can be collected as much as Rp. 950,000 in just around 5 days with around 12 donors donating and this will continue to increase as long as follow up continues.

The impact of using CRM in getting new customers is very effective. This can be seen from the very enthusiastic response of donors. This proves that CRM can be the best alternative to increase the number of customers in a fairly short time (M. Warsela, 2021), (Latifah, 2022).
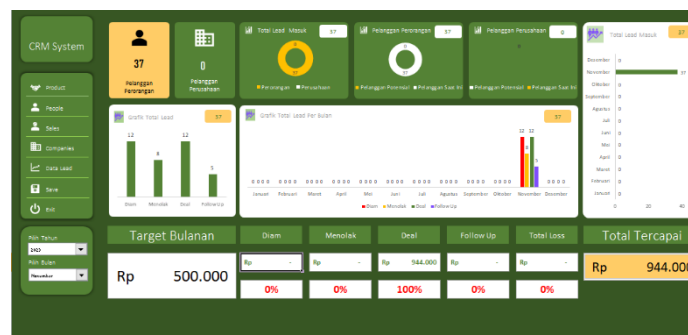

Figure 2.
The following is the CRM data dashboard for the orphan compensation program

Source: Primary data processed by the author

From the *dashboard data* above, you can see a total of 944,000 transactions from 12 people who made transactions from the 37 data received. There are 37 people who are the objects of marketing for the orphan compensation program via social media or direct offers as explained previously. From the results of offers to 37 people, it can be analyzed that 12 people or 32% of them succeeded in getting to the deal/transaction stage, or accepted the offer. There were 12 people or 32% who were silent, meaning they did not provide any comments regarding the program being offered. 8 people or 21% refused due to unstable economic conditions and 5 people or 13% gave feedback which required further follow up to get to the donation stage such as a more detailed explanation of the program. Customer Relationship Management will continue to develop according (Djatnika, 2021).

Discussion

The relationship management program has many features with the main dashboard display consisting of product, people, sales, company and lead data. The product contains the

products offered to the target market. People contains customer or muzakki data consisting of name, cellphone number, email, address and donation amount. Sales contains the number and name of the marketing team offering products to muzakki/customers. Company contains the profile of the business being run. And lead data contains interactions and transactions carried out by the marketing team as a whole with customers.

There are four categories in lead data, namely silence, rejection, follow up and deal. Silence is categorized as customers/muzakki who are offered but do not respond at all to the offer given. Refusal is categorized as customers who have answered directly with a reason or no reason. Follow up is categorized as customers who provide responses and questions to sales but have not yet reached the deal/transaction process. Meanwhile, deals are categorized as muzakki which reaches the transaction process. On the dashboard you can display data for 12 months by selecting one of the months you want to highlight to find out more specific monthly transactions. Set targets and achievements. Further development is directed at measuring the loyalty of muzakki/donors to continue donating through BMT Insan Mandiri.

As we know, *customer relationship management* focuses on how to increase sales, marketing, retain customers and manage data (Kalakota, 2001) , (Phillip Kolter, 2003) . Apart from that, *customer relationship management* can be said to be a strategy for implementing communication and information technology products to help businesses become more effective and improve marketing. *Customer relationship management* will also provide considerations in making decisions as stated by (Kalakota, 2001). *The customer relationship management* phase starts with new customers, innovation and service are carried out, improving the relationship between customers and customers.

The results of research on the use of *customer relationship management* by Customer Relationship Managers in the BMT Insan Mandiri social program are classified as very effective with several indications, firstly, that advertising on social media can be done easily and cheaply, secondly, in the inventory of data that has been collected and thirdly, personal relationships with customers easier. The result was that within approximately two to three days, BMT Insan Mandiri together with the team succeeded in collecting funds to implement the social programs that had been determined. With the existence of this *customer relationship management* program, it makes it easier for BMT Insan Mandiri to identify muzakki that are classified as follow up, reject, silent and so on.

Comparing the results of the analysis between the two programs, it can be seen that the orphan compensation program received more attention from the community than the Koran alms program. This can be seen from the larger amount of donations collected in the orphan compensation program compared to the Koran alms. Of the total amount of data collected in the orphan compensation program, 37 people donated, or 36%, while in the Koran alms program, of the total data collected, 60 people, 10% of whom made donations.

CONCLUSION

Based on the results and discussion, it is concluded that the use of the customer relationship management program is very effective in managing data, interpreting and formulating strategic steps in the BMT Insan Mandiri program, especially compensation for orphans and Quran alms. Therefore, the customer relationship management program must be developed further to optimize it better.

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