

# ***CUSTOMER RELATIONSHIP MANAGEMENT APPLICATION FOR ONLINE STONE CUSTOMER COMPLAINTS***

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## ***ABSTRACT***

*The development of mobile technology is very rapid, this can improve performance through systems to improve public services. Public service is one of the things that is very important to guarantee the goal of creating good government. Online Stone is a company that operates in the field of temple stone craftsmen. In the ordering business there are obstacles when customers have problems in the process of sending the temple stones they have purchased, the customer comes to the company to raise the problems experienced during the delivery and installation process to the marketing department, then marketing asks the expedition department and the foreman related to the problem of sending and installing the stones. the temple. Customer service is Online Stone's main concern to realize Online Stone's vision and mission. Based on the background of this problem, to improve service and acceptance of Online Stone complaints, we need a "Customer Relationship Management Application for Online Stone Customer Complaints" so that with a mobile-based application, customer complaint management becomes faster and more effective.*

***Keywords:*** *customers, complaints, mobile, system*