Analysis of Customer Relationship Management (CRM) System in Sales of Plus Hajj Product in PT. Fajrul Ikhsan Wisata (ESQ Tours Travel)

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Abstract: *The appearance of the Covid-19 pandemic has had a considerable adverse impact on the tourism sector. The number of travel agents who have difficulty maintaining their business is one of the results of the Covid-19 pandemic. Similarly, to the conditions that ESQ Tours Travel experienced in selling Hajj plus products during the pandemic. ESQ Tours Travel discovered several challenges in sales activities, such as the process of recording sales data is not accurate, there is no database regarding customer data and interests, the performance of sales in making sales and communication with clients cannot be controlled by Leaders, there is no analysis of customer data. CRM is one of the efforts used by ESQ Tours in overcoming these problems. CRM implementation is done by combining CRM in the form of websites and applications with existing sales systems. This research was conducted to analyze the CRM system in the sale of Hajj plus products at ESQ Tours Travel. The method used in this research is descriptive qualitative analysis with research instruments are observation, interviews, and literature study as a reference of this research. The result of this research is that CRM could be a solution to problems that occur by generating customer dashboards, storing customer databases, generating automated analysis, making it easier for Leaders to access conversations between sales and customers, and supporting the implementation of re-marketing programs for customers interested in Hajj plus. In addition, CRM still has ineffectiveness in processing data and generating sales volumes that are proportional to the incoming customer data.*

Keywords: Tourism, CRM, Sales, Hajj, Travel Agent

Introduction

Indonesia is one of the countries with the largest Muslim population. According to the Ministry of Home Affairs or the Ministry of Home Affairs, in June 2021, Muslims in Indonesia numbered around 234, 53 million people, or 86.88% of the total 272.23 people in Indonesia. The existence of a high number of followers of the Islamic religion also affects the

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number of registrants for the pilgrimage, Indonesia is also one of the countries that have a high interest in hajj registrants. Based on data from the Ministry of Religion, the number of hajj registrants in July 2022 reached 4.983,143 million people with 1000,998 people who are already in the delayed payment stage, or the stage will soon leave.

Hajj is one of the worships of Muslims which is included in the fifth pillar of Islam. Performing the pilgrimage has the meaning of performing several activities in several places in Saudi Arabia at a predetermined time, which is also known as the Hajj season. In addition to being worshiped, Hajj also has its social meaning in its implementation. People who have performed the pilgrimage, will get a privilege in the social sphere of society and are seen as higher. Although Hajj is included in worship activities, Hajj is also an example of the implementation of religious tourism, because in its implementation Hajj is the movement of humans from one place to another that is still connected with the religious aspects of the object, purpose, and activity (Chotib, 2015: 412).

Hajj has three types, namely; Regular Hajj (with the government as administrator and organizer), Special Hajj (with the government as administrator and travel agent as organizer), and Hajj Furoda (with a travel agent as administrator and organizer). Special Hajj and Hajj Furoda are also the main concern and focus for travel agents who organize Hajj. During high interest in the pilgrimage, the level of competition between travel agents is also high. In addition to focusing on selling and retaining old customers, travel agents must also find new customers. Where, in acquiring new customers, the costs that travel agents have to incur are also more expensive, about 5 times more expensive than the cost to retain old customers (Shoemaker and Lewis in Wijaya & Thio (2008: 2). The challenge of travel agents in finding new customers even more difficult in early 2020 due to the entry of the covid-19 pandemic which quickly spread into a global pandemic, thus creating a systematic change in the company's work following the lockdown regulations made by the government. Communication and limited activities also influenced travel to find new customers. , and the most important thing is to sell the product.

ESQ Tours Travel is one of the travel agents who also experienced this condition during the covid-19 pandemic. The problems faced by ESQ Tours Travel during the sale of its Hajj Plus products to the public, included the long closing or dealing process that took 6 months to 1 year for each prospect, the inaccurate sales data recording process because the whole process was still manual by only using WhatsApp groups as a media for reporting sales, there is no database regarding the list of ESQ Tours Travel product interests, the performance of sales and sales carried out by them is not well controlled by the leaders, also the communication system between consumers and sales cannot well monitored.

Then came one of the efforts to overcome these problems and facilitate the sale of Hajj Plus products, namely by implementing CRM in the form of websites and applications. ESQ Tours Travel started implementing CRM starting in August 2021 and is still ongoing today.

Literature Review

CRM or Customer Relationship Management in Indonesian is Customer Service Management. According to Buttle (2004) who is the world's first CRM professor, Francis CRM is one of the strategies in running a business where in its implementation, CRM will

integrate existing internal processes and functions, so that later it will be a convenient and profit, which also has a good effect on the customer. customer will be created and realized.

Then in Saleh's view (2010) CRM is not a system created with a focus on customer value and increasing company revenue, but CRM is made so that companies can be superior in competing among other companies by understanding customer desires and strengthening relationships between companies and companies in long-term use of a combination of enterprise systems and technology. In addition, Customer Relationship Marketing is a strategy that maintains long-term relationships between customers and business owners to create more value, maintain and increase market share and increase customer loyalty (Buttle in Ningsih et al. 2016: 172)

The use of a management system serves to foster relationships with customers, including using a Customer Relationship Management (CRM) system, which many company management do to win the competition. One of the advantages that can make a company win the competition is the database feature. The database is a collection of data that are interrelated and interconnected with one another. A database is a collection of related files. The database aims to organize data so that ease, accuracy, and speed in retrieval are obtained to achieve the goal.

Methodology

Interviews were conducted involving three main sources who have important roles in the systematic implementation of CRM, namely the General Manager, Partnership Supervisor, and CRM Admin. Interviews were conducted to ensure the validity and correctness of the system monitored by the author during the observation process. Then, to complete the findings, the author compares the results with literature studies sourced from books, magazines, and things related to research writing.

Observations, interviews, and research activities related to literature studies were carried out by focusing on the systematic implementation of CRM in the sale of Hajj plus products at ESQ Tours Travel and the resulting impact as evidence and comparison between CRM at ESQ Tours Travel and the workings and functions of CRM according to experts. attached to the literature review section.

Finding and Discussion

ESQ Tours Travel applies CRM to their product sales in the form of an application and a website that is used to help sell their products, especially Hajj plus products. CRM began to be implemented in August 2021 and is still used today. The application of CRM is a combination of the ESQ Tours Travel sales system with technology that can load customer information data and process the data to then become a foundation in determining sales steps by sales and companies.

Systematic implementation of sales with CRM begins when a customer message contacts ESQ Tours Travel via Instagram, WhatsApp, and Facebook with the omnichannel method. The message from the customer will then be received by ESQ Tours Travel and handled by the sales through the CRM application on their phone. These messages will then be classified by sales according to their interest in the ESQ Tours Travel product and the

amount of their interest in the product which is divided into; Leads, Prospects (Q0), Hot Prospects (Q1), Closing, Lost and Resolved.

The results of the analysis and classification that have been carried out by sales will be stored in a database, where the database will contain the customer's name, customer cellphone number, customer interest, and the progress of communication and sales processes between customers and sales. So that customer data will still be stored and sales can be monitored whether they make sales under the Company's Operating Standards.

Sales of hajj products will then be continued through the sales' WhatsApp contacts because the conversation period through the application is only valid for 24 hours, but data processing regarding the classification and progress of the customer can still be saved and edited by the sales. In addition, even though the message has expired where the sales can no longer send messages, as long as the incoming message data is not resolved, the sales will still be able to reply to messages if the customer has visited first. The sales process will then also be carried out using the sales personal WhatsApp or using other supporting applications such as Zoom. Until in the end, the results of the process will meet two results, namely; closing and loss.

From the sale of Hajj products that implement CRM in it, several advantages and shortcomings were found. The following are the advantages found in the process of selling Hajj products using CRM in the form of websites and applications that use the omnichannel method.

1. **Minimize unanswered customer messages**

    With the implementation of CRM, incoming customer messages will go directly into the system, and messages assigned by bots will go directly into the sales account, so messages will be replied to faster and it is less likely that the message will not be replied to compared to not using CRM.

2. **Make it easier for customers to find out about ESQ Tours Travel products and choose these products.**

    With the menu system provided via the bot system in the opening message or chat opening, it will make products related to Hajj or other products from ESQ Tours Travel known to customers. This menu option will make the message fall into the message category assigned by the bot if the customer follows the bot's directions correctly, besides that the menu makes the customer contact the right agent according to the product the customer has chosen.

3. **Create opportunities for more effective up-selling and cross-selling**

    Up-selling is a way to invite customers to buy more expensive products, while cross-selling makes customers buy complementary or complementary products. With CRM, there is a message template feature, which can make sales send messages faster by using certain codes. So that up-selling and cross-selling activities can be carried out more quickly

4. **Creating a balanced career opportunity between sales**

    Not only does it have a good effect on customers, but the existence of CRM also has a good impact on employees, especially sales, namely by

distributing incoming messages evenly. Sales with fewer messages will be at the top, so if there is a customer message that must be assigned manually by the admin, the message will be assigned to the salesperson who is at the top. Messages detected by the bot will also be assigned by the bot to the message at the top.
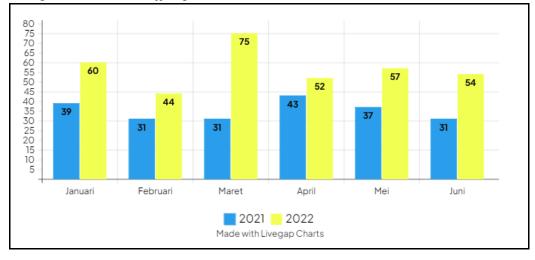
5.   **Maintain connection with customers**

CRM as a re-marketing process, but also has a dual function as a custodian of relationships with customers. After getting the required information sufficiently and the conversation with the salesperson has entered the expiration period, the customer often forgets the existence of the company. However, with the use of CRM and the existence of a database and dissemination of content using the database and CRM, the customer will be reminded of the company and the purpose of contacting the company. This provides an opportunity for customers to make purchases at a later date.

6.   **The growth of Plus Hajj registrants**

The first influence of the existence of CRM is to increase sales of Hajj products for sales. Although the increase in this number is also motivated by the content that ESQ Tours Travel makes, with CRM being one of the supporting media, there is a communication bridge between customers and their desires with sales. The following is a presentation of data regarding sales from January to June 2021, or the year in which ESQ Tours Travel has not used CRM, ESQ Tours Travel only started using CRM in August 2021. The sales data will then be compared with sales data in January - June 2022, or the year of deployment after the CRM was implemented. The author takes the time range for the data as much as two quarters, consisting of Quarter 1 (January - February - March) and Quarter 2 (April - May - June). The decision on the scope of time is supported by a statement from one of the sales agents that the majority of the Hajj plus product purchasing process has a minimum distance of 1 quarter.

Chart 1

The growth of Plus Hajj registrants

Several factors make sales involving CRM have higher numbers, scilicet;

a) Monitored First Response Time and Response Time

Response Time is very important in communication with customers, because if in this communication the sales do not only carry out informative and responsive conversations but also pay attention to the response time, then the customer will feel appreciated. But on the other hand, no matter how good the explanation is, if the response time made by the salesperson is bad, it can make the customer cancel the purchase of the product. With the CRM, admins, and managers as leaders can monitor response time on communications made by sales. The following is the response time and first response time data for communication between customers and sales in March 2022 recorded in CRM.

Table 1

Recap of Response Time Data in Messages between Sales and Customers

Maret 2022				
Agent	First Respon Time	Respon Time	Message Sent	Conversation Assigned
Agent 1	00h 57m 12s	00h 38m 14s	811	101
Agent 2	01h 29m 38s	01h 31m 04s	977	121
Agent 3	01h 07m 39s	00h 44m 30s	799	109
Agent 4	00h 48m 13s	00h 32m 14s	835	135
Agent 5	00h 30m 44s	00h 25m 09s	1012	118
Agent 6	00h 43m 25s	00h 51m 09s	584	116
Agent 7	00h 27m 10s	00h 37m 09s	874	107
Agent 8	00h 45m 09s	00h 35m 29s	295	106
Agent 9	01h 43m 17s	00h 54m 26s	508	114

b) Follow-up process carried out by sales

In the process of selling products, sales are obliged to carry out a follow-up process so that sales targets can be met. This follow-up process is usually carried out with conversations carried out via WhatsApp messages by providing information about discounts or exchange rate information

7. **Sales conversations and responses to customers are more easily monitored and controlled by leaders (Directors, General Managers, and Sales Managers)**

Before the existence of CRM, the leader could not know whether the response given by the sales was following company standards or not, but with the CRM the leader could access all sales accounts so that he could monitor the response given by the client. The standards in responding to customer messages are as follows;

a) Give a good and friendly response
b) Provide true information.
c) Directing customers who contact to just
d) Find out the information they need to view or weigh Hajj products owned by ESQ Tours Travel

e) Provide answers to customers even though the questions asked are outside the products they have

f) Can provide solutions or about the wishes and needs of customers.

g) Incoming customer data information will be stored

Even though the expiry date of the customer message is after 24 hours the message is received by the Bot system, the incoming customer data will still be stored in the CRM database. This database usually also includes Leads that come in but not until the closing process or those who are called Leads keep in view. One of the uses of this database is that if the customer sends a message to ESQ Tours Travel, then he or she will reconnect with the sales agent who previously handled the messages they sent.
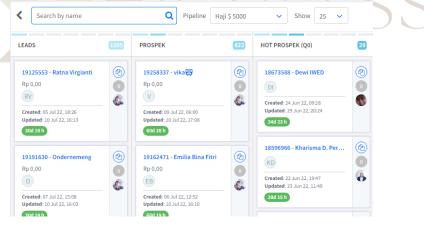
8. **Classification or dashboard regarding the interests of customers who contact ESQ Tours Travel**

Then another advantage of using CRM is the existence of classification or dashboard that can display incoming customer interests or leads. Through this classification, the company will be able to find out the number of incoming Hajj Leads and analyze the incoming Leads in a certain month with marketing and re-marketing carried out in that month. So that it can be known whether the content and ads that are carried out produce good leads or not and how to overcome them. The dashboard also functions in providing an overview to the leader effectively.

Picture 1

Number of Hajj Plus Leads (interest) that entered in April 2022

These leads are message data that goes into CRM ESQ Tours Travel with an interest in Hajj plus ESQ Tours Travel. In April 2022 the number of leads or interest in Hajj plus that entered CRM was 1505

9. **Effectiveness in implementing re-marketing**

Another benefit of having a database is that the re-marketing process carried out by ESQ Tours Travel will have a greater good chance, this is because once the message is sent by the customer, the customer data will be stored and recorded so that the customer is successfully used as a re-marketing

target. where the process is carried out by distributing broadcasting content or events.

The weaknesses of implementing a CRM system in selling Hajj products at ESQ Tours Travel are as follows:

1. **Messages that are not detected by the bot system must be assigned manually by the admin**

   Conditions, where customer messages are not detected by the Bot system so that they are required to be assigned manually, can make the communication process ineffective. In addition, this can make the company lose potential because messages that are not detected can potentially be unreadable and expire before they can be replied to. If this happens, the customer may feel neglected, thereby reducing interest in buying the product, even just to find out the information previously needed by the customer.

2. **The number of low-quality incoming Leads (message of interest for Hajj plus list)**

   Efforts to bring in Leads are not easy, it requires a large amount of money. One of them is by using Google Ads, which if ESQ Tours Travel wants to be in the top search, it requires a higher cost, this is because the more you are on top of the search, the more Leads that come in will have the potential as well. Even though the incoming Hajj Plus or Hajj 5000 Leads has a high number, many of these Leads have low-quality Leads. This causes a gap between the incoming Leads and the number of closings.

   Table 2

   Qualified Leads Quantity Data Report January – May

Bulan	Total Leads Haji Plus	Prospek Haji Plus	Closing Data by CRM per Bulan (PAX)	% Leads to Closing Jaji
Januari	750	112	25	1.20%
Februari	596	49	32	0.50%
Maret	815	148	39	0.86%
April	1042	73	15	0.65%
Mei	617	55	19	0.65%

   2022

   The table above is data regarding the closing amount generated from CRM Leads in January - May 2022. It can be seen from the data that the incoming Leads experienced a reduction in the prospect and closing stages.

3. There is a double follow-up event

   This double follow-up event usually occurs when a customer contacts ESQ Tours Travel using the WhatsApp, Instagram, and Facebook communication channels simultaneously, even though ESQ Tours Travel uses an omnichannel system in the communication process, but messages that come

from different channels can cause the sales process to be handled different, this can trigger disputes between sales because there is a double follow-up process

From these findings, it can be concluded that CRM has an influence on the sale of Hajj Plus products at ESQ Tours Travel, because it is able to help coorporation, process, and analyze incoming customer data, so that it can assist companies in creating marketing strategies, sales performance regulations, providing effectiveness in sales process, and ease of monitoring sales communication and performance.

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