

**BINUS INTERNATIONAL**

**BINUS UNIVERSITY**

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Major Computer Science

Stream in General

Sarjana Komputer Thesis

Semester Even Year 2010/2011 (completion period)

### **Implementation of CRM System in PT. Equity Life Indonesia's Website**

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#### **Abstract**

The aim of this thesis is to provide PT Equity Life Indonesia a CRM System that is web based application. The CRM System that the author proposed is not like any other current existing CRM System in the market, because the proposed solution provides the functionality that the client request, which are to implement Apply Insurance Online, View Payment History, View Status Claim, and Propose Claim in the website.

The result of this project is a web based CRM System that is build based on PHP language. The website should have the required functionality from the client.

In conclusion, this thesis created to support PT Equity Life Indonesia in serving the client by providing CRM on their website.

**Keywords** CRM System, Policy, Claim, Insurance,