

CHAPTER 1

INTRODUCTION

1.1 Background

PT Equity Life Indonesia believed that the use of IT on its industry will have a big impact on the performance of itself. IT is a tool to support the vision of PT Equity Life Indonesia (ELI) that is to be a life insurance company that is reliable with the continuous improvement that is overly beyond stakeholders' expectation [1]. That vision inspires the working value of the entire PT ELI employees that is Customer Support.

One of the things that is needed in order to support customer, is by providing the flexibility for them to access their needs, which is a part of Customer Relationship Management (CRM). Understanding that life insurance is unsought goods, it's a challenge for PT ELI to design the marketing concept that is to deliver the desired satisfactions better than competitors do [2].

By having a website that is useful for the external user (individual customer, group customer, and agent), it can be a strength for the company to compete with the competitors on today's competition. Realizing that from that much competitors, there are only a few that has a website that provide similar function either to its

customer or to its agents, PT. ELI come with the idea to provide a website that can satisfy their customers.

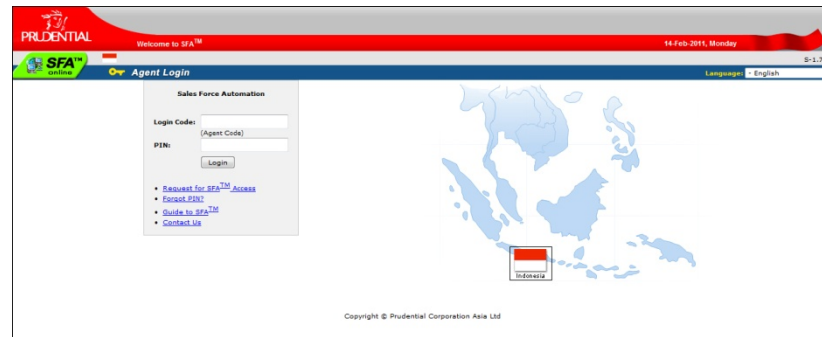


Figure 1 Log-In site for Prudential's Agents [3]

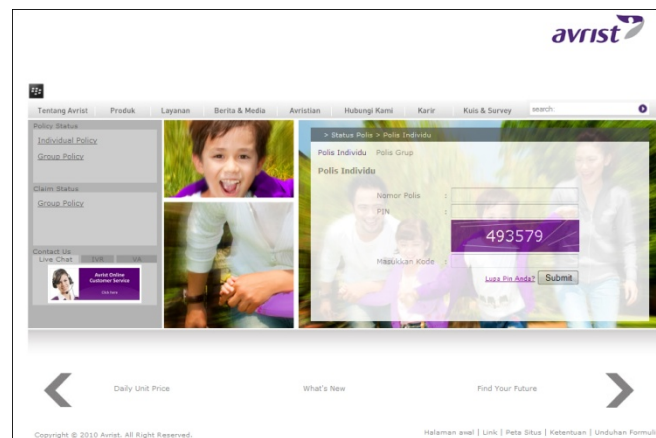


Figure 2 Log-In site for Individual Polis Holder of Avrist [4]

In order to have a website that is capable to support those external users, PT ELI need to build a strong internal infrastructure. That is the reason why PT ELI is moving from the old system that is using Fox Pro based into Delphi based. By changing the infrastructure of the system and having a website that is going to be useful for both agents and customers, PT ELI is ready to fight with its own strength in IT field. President Director of PT ELI said that this

infrastructural change will bring PT ELI into a “new” PT ELI that is ready to serve their external users in the next two years.

1.2 Scope

The scopes of this thesis are:

- Provide user to view the payment history
- Provide user to view the claim status
- Provide user to Claim via online
- Create Log-In
- Implement Apply Insurance Online

1.3 Aim and Benefits

The aims of this thesis are:

- To implement new system of PT ELI’s website that is useful for customers
- To design a CRM System that is easy to use

The benefits of this thesis are:

- Helping PT ELI to transform into a “new” PT ELI that will have a strength on CRM by having a new useful and user friendly website
- Preparing PT ELI to compete with its competitors by having strength on IT field
- To exercise all the skills that the author has learned for the past three and a half years from Binus International University

- To implement the knowledge to solve the real case that exist in the Insurance Industry

1.4 Structures

The thesis will be written in seven chapters as listed below:

Chapter 1 Introduction

Introduction contains background of the problem, scope of this thesis which consists of the application functionalities, and also the aim and benefit of this thesis.

Chapter 2 Theoretical Foundation

Theoretical Foundation contains the theory that is used in this thesis to explain it scientifically.

Chapter 3 Problem Analysis

Problem analysis explains about the company organizational structure, existing system, and a discussion about the current problem.

Chapter 4 Solution Design

This chapter will give a general view of the proposed system, in which consists the flow diagram of the system and as well the database design of the proposed system.

Chapter 5 Testing and Implementation

Testing and Implementation contains the result, observation, or implementation of the solution design.

Chapter 6 Discussion

This chapter discusses what makes the author come up to a decision the proposed system and the service that the author gives to the client.

Chapter 7 Conclusion and Recommendation

It is summarize the result of implementation of the solution. Also give recommendation for future needs.