

ABSTRACT

This study aims to design and develop a WhatsApp-based Customer Relationship Management (CRM) system using the Agile method, with PT Kirim Notif Digital Solusi as a case study. In this rapidly developing digital era, companies face challenges in managing communication between customers. PT Kirim Notif Digital Solusi provides digital marketing services but still faces limitations with its existing system, particularly in data processing and communication with customers. The Agile method was chosen for its ability to adapt quickly to user needs and improve collaboration between the development team and business owners. This research involved several stages, starting from problem identification, data collection, system design, to testing using Black Box. The results of this study indicate that the Customer Relationship Management (CRM) system that was built can improve communication between businesses and customers, as well as provide convenience in managing customer data messages. The results of this study indicate that the Customer Relationship Management (CRM) system developed can improve communication between businesses and customers, as well as provide ease in managing customer messages and data. The Black Box testing conducted showed that all features in the system functioned properly, with a success rate of 98%. This indicates that the system meets user expectations and can be implemented effectively..

Keywords: Customer Relationship Management (CRM), WhatsApp, Agile Method, Black box