

# Analysis of Customer Relationship Management in The Business to Business Segment at The Titan Division of PT. Novell Pharmaceutical Laboratories

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## ABSTRACT

PT. Novell Pharmaceutical Laboratories is one of the national pharmaceutical companies that produces various types of medicines. To support its presence in the market, the company has several distribution branches, one of which is the Titan Division. In carrying out its duties, the Titan Division interacts directly with various professional parties in the health sector through a B2B approach, namely with hospitals. The presence of Customer Relationship Management (CRM) in the Titan Division becomes an important instrument in efforts to build more personal relationships and ensure product information can be conveyed accurately. The problem that occurred in the Titan Division is the lack of transparency in the reporting of prescription creation made by doctors, such as a scenario where a doctor has already made a prescription for a certain product, but the report that comes in is instead redirected to another user. Therefore, there is a need for neat digital record-keeping. The purpose of this research is to provide an overview of the strategies and impacts of CRM implementation on companies and related institutions. The research methods used in this study consist of several steps, namely a literature review, conducted by searching for supporting literature that can provide adequate information to complete this research and help reinforce existing theories. The implementation of CRM in the Titan Division provides tangible benefits, not only serving as an administrative tool but also in building closer relationships with business partners in the healthcare sector. From the research results, it can be concluded that CRM plays a significant role in increasing sales, strengthening partner trust, and creating loyal customers, thus becoming a long-term asset for the company.

**Keywords** : Business To Business Segment; Customer Relationship Management.

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## INTRODUCTION

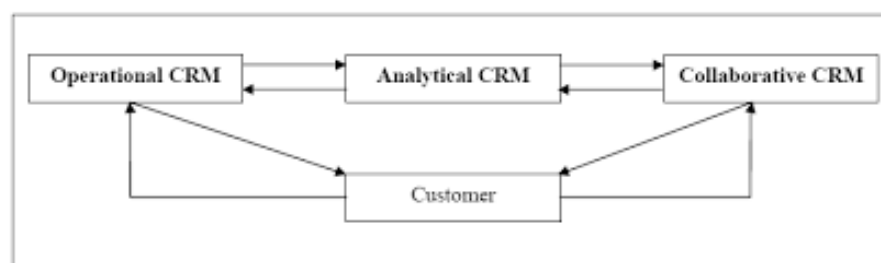
The increasingly complex development of the business world, new product innovations, digital technology advancements, and customer expectations provide a push for companies to continuously adjust their business strategies. One of the main focuses in pursuing competitiveness is a company's capability to create and maintain good relationships with customers. This not only applies to consumer-

oriented companies (Business to Consumer), but also to companies that serve institutional or other business customers.

Relationships with customers in the pharmaceutical industry hold a very strategic position. Pharmaceutical products are related to commercial aspects as well as social responsibilities concerning health, which care about distribution, stock availability, and quality assurance. Therefore, pharmaceutical companies need to manage the involved parties, such as doctors, pharmacists, hospitals, and distributors, professionally and continuously. Policies supporting these goals are usually known as Customer Relationship Management (CRM). Customer Relationship Management is a strategic approach used by companies to manage customer relationships in a more directed and sustainable manner [1]. According to F. Indah Wahyu Putri and Moh. A. Surianto [2], CRM is a strategic approach used by companies to identify customer needs and desires, which ultimately can increase customer satisfaction and loyalty.

PT. Novell Pharmaceutical Laboratories is one of the national pharmaceutical companies known for producing various types of medicines. To support its presence in the market, the company has several branch divisions, one of which is the Titan Division, which is responsible for marketing products related to urology, internal medicine, the Emergency Installation, and surgeons. In carrying out its duties, the Titan Division interacts directly with various professionals in the healthcare field through a Business-to-Business approach, namely with hospitals. The implementation of CRM in the Titan Division becomes an important instrument in efforts to build a more personal relationship and ensure that product information can be conveyed accurately. In addition, CRM also plays a role in supporting the proactive identification of user needs, for example when doctors inform about stock shortages or requests for certain products. Through a structured recording system and consistent follow-up, the company can increase more opportunities.

According to A. M. Ariska, N. Irawati, and A. Muhazir [3], the CRM framework consists of three main components, namely: operational CRM, analytical CRM, and collaborative CRM. The three are interrelated in creating a more systematic workflow to manage customer relationships. More specifically, the three CRM framework components can be explained as follows:



**Figure 1. CRM Component Framework**

Source: <https://share.google/images/fLpHPFUaQCfRpGP19>

From Figure 1. It can be explained that the three CRM component frameworks [4] are as follows:

### 1. Operational CRM

Operational CRM plays a role in handling direct activities with customers, such as marketing, sales, and after-sales service. This system records every interaction so that daily activities become more efficient, directed, and well-documented. In its implementation, the presence of this system helps ensure that field activities can run according to plan. Every recorded interaction becomes a basis for building consistent relationships, thus increasing the chances of successful product offers.

### 2. Analytical CRM

Analytical CRM functions to process customer data collected from operational interactions. Through analysis, companies can understand customer behavior patterns, needs, and preferences to determine a more targeted strategy. The analyzed data provides an overview of the effectiveness of marketing activities. In this way, companies can adjust their approach, ensure resources are used optimally, and increase the chances of achieving sales targets.

### 3. Collaborative CRM

Collaborative CRM emphasizes coordination between departments within the company as well as with external parties. This system ensures that communication between units runs smoothly, so that customers receive a consistent experience that meets their needs. Good collaboration creates a stronger communication bridge between various stakeholders. In this way, the company can respond more quickly and accurately, while also building lasting trust with customers.

The problems occurring in the Titan Division are: 1) Lack of transparency in the reporting of prescription creation by doctors, 2) The absence of digital documentation recording, 3) The implementation of CRM in the Titan Division of PT. Novell Pharmaceutical Laboratories Tangerang Branch has not been maximized. The purpose of this study is to determine: 1) Analysis of the prescription creation process carried out by doctors, 2) Analysis of the digital documentation recording process, 3) Analysis of CRM implementation in the Titan Division of PT. Novell Pharmaceutical Laboratories Tangerang Branch.

## METHOD

The research methodology used in this study is the qualitative research method. It is used to study objects in their natural conditions, where the researcher acts as the key instrument, and data collection techniques are carried out through triangulation (a combination of observation, interviews, and documentation study). The types of data used in the research are Primary data and Secondary data, consisting of steps [5] namely literature study, carried out by searching for supporting literature for the research that can provide adequate information to complete this study and help reinforce existing theories.

The data collection method was carried out through observation, conducting direct observation of the objects to be studied related to administrative processes that are still carried out manually at PT. Novell Pharmaceutical Laboratories. Then interviews, which involve face-to-face question-and-answer activities with respondents to obtain verbal information with the aim of obtaining data that can

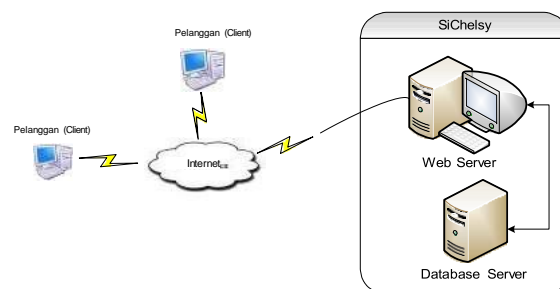
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explain or answer a research problem, and finally system development, which is divided into analysis, design, and coding.

Data analysis techniques are the process of systematically searching for and organizing data obtained from interviews, field notes, and documentation, by organizing data into categories, explaining them into units, synthesizing, arranging into patterns, selecting what is important and what will be studied, and drawing conclusions. Analysis [6] is the decomposition of a complete Information System into its component parts with the aim of identifying and evaluating problems, opportunities, obstacles that occur, and expected needs so that improvements can be proposed. Software requirement analysis is carried out to explore the requirements of the software to be developed.

The result of this software requirements analysis document is a Software Requirements Specification (SRS) document. System design can be defined as the depiction, planning, and creation of sketches or arrangements of several separate elements into a unified and functional whole. Meanwhile, the coding applied involves the implementation of software by creating programs or information system applications in the implementation of CRM at PT. Novell Pharmaceutical. This also occurs with shipments that are often delayed and not on time.

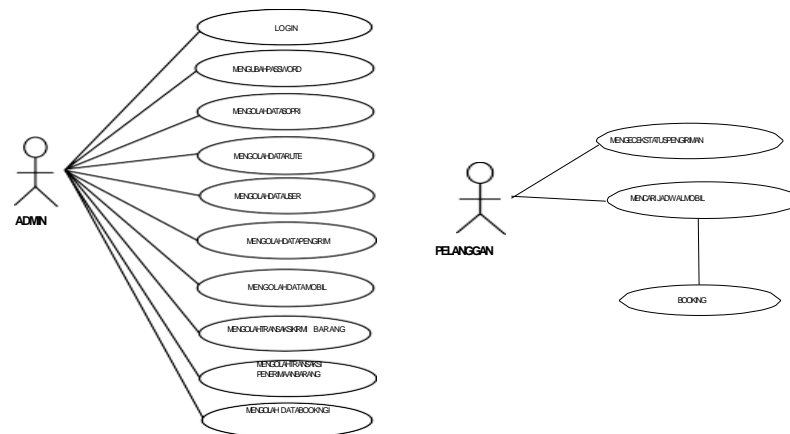
The implementation of CRM with the support of Information Technology is highly necessary in terms of customer service so that the company can acquire new customers, enhance relationships with existing customers, and retain customers. The software architecture used is client-server, where all data is stored on the server. Customers can access data on the server via the internet. The input data sent by customers will be stored and processed on the server and then sent back to the requesting customers. For more clarity, it can be illustrated as follows:



**Figure 1. Data Server**

Source: <https://d1wqtxts1xzle7.cloudfront.net>

There are two actors who are directly related to the system, namely the admin and the customer. To explain further, it can be illustrated as follows:



**Figure 2. SiChelsy Architecture**

Source: <https://d1wqtxts1xzle7.cloudfront.net>

## RESULTS AND DISCUSSION

In carrying out its duties, the Titan Division interacts directly with various professional parties in the healthcare sector through a B2B approach, namely with hospitals. The Customer Relationship Management (CRM) strategy in this division becomes an important instrument in efforts to build more personal relationships and ensure product information can be delivered accurately. In addition, CRM also plays a role in supporting more proactive identification of user needs, for example when doctors report stock shortages or requests for certain products. Through a structured recording system and consistent follow-up, the company can increase more opportunities.

From the results of the research, several analysis results regarding CRM in the Business to Business (B2B) Segment at the Titan Division of PT. Novell Pharmaceutical Laboratories Tangerang Branch can be explained as follows:

1. Transparency in reporting when making prescriptions, where a doctor makes a prescription, but the report that comes in is actually redirected to another user. The company can develop a system for recording doctors' behavior patterns (behavior mapping). For example, a doctor's preference in choosing products and the best time to receive MedReps, or their response to certain educational strategies. This data can be mapped on a dedicated dashboard so that MedReps can adjust their approach strategy more personally. With this model, interactions are no longer just about "visit frequency," but truly based on insights specific to each doctor.
2. Digital recording, that every prescription made by doctors can be clearly traced, so that doctors' trust in MedReps and the company remains intact. Digital health applications such as Halodoc, Alodokter, or SehatQ have now become popular alternatives for patients to obtain healthcare services. Patients no longer have to come directly to the hospital for a consultation; they can simply have an online consultation, get a digital prescription, and then wait for the medicine to be delivered to their home. For MedReps, this situation becomes a significant challenge because face-to-face interaction with doctors is increasingly reduced. In fact, direct interaction is an important moment to

introduce new products, convey literacy regarding the benefits and safety of medicines, as well as build personal relationships that influence prescription decisions.

3. The implementation of CRM according to [7] can be divided into several interconnected stages to build long-term relationships with customers. These stages are: 1) Acquiring new customers (acquire), 2) Increasing customer added value (enhance), 3) Retaining existing customers (retain). The success of CRM not only depends on the company's ability to attract new customers, but also on how the company is able to provide added value and retain existing customers through sustainable service strategies.

The implementation of CRM creates closer and more sustainable relationships with customers. Not only oriented towards momentary transactions, CRM is aimed at encouraging loyalty, increasing customer value, and contributing to the company's long-term profitability [8]. According to [7], Customer Relationship Management (CRM) aims to build and maintain long-term relationships with customers in order to increase customer value and company profitability. In other words, the focus of Customer Relationship Management (CRM) is not merely a one-time transaction, but to increase purchase frequency and customer lifetime value through managed relationships.

The benefits of CRM are very diverse and touch many aspects of a company's operations and strategy. It not only includes improving customer satisfaction, but also work efficiency, customer loyalty, and long-term financial benefits [9]. B2B relationships also tend to be long-term, as they involve cooperation contracts, distribution agreements, or ongoing service commitments. According to [2], the relationship between an organization and its customers is an important issue when building long-term relationships. This applies not only in Business to Customer (B2C) relationships but also in Business to Business (B2B) relationships. To maintain long-term relationships, organizations must create customer loyalty in business.

The implementation of CRM in the Titan Division is carried out by prioritizing a strategy that not only focuses on increasing sales but also on building long-term relationships with business partners, particularly hospitals and doctors. This strategy is designed to create mutually beneficial value, where the company is able to maintain the trust of medical partners while expanding the market share of pharmaceutical products.

1. Win-Win Solution

- a. Drug Partnership and Distribution

Partnerships in drug distribution are one of the main CRM strategies because the sustainability of business relationships is greatly determined by trust and continuity of supply. Benefits for Hospitals is obtain guarantees of stable drug supply, maintained quality, and compliance with safety standards from trusted manufacturers. In addition, hospitals can purchase drugs in large quantities with discounts of up to 60%, which of course directly impacts operational and drug procurement cost savings. Benefits for PT. Novell is from the company's side, this partnership ensures a significant sales volume because hospitals are one of the segments with consistent medicine needs. In addition, this type of collaboration can

strengthen PT. Novell's position as a long-term strategic partner for healthcare institutions.

b. Education

In addition to distribution partnerships, education is also implemented as a form of CRM approach. This education is not in the form of training or similar activities, but more towards transferring the latest medical and technological knowledge to healthcare professionals. Benefits for Hospitals is the Doctors gain access to the latest information about the active ingredients in new drugs, the mechanism of drug action, and comparisons with existing products, in terms of dosage, effectiveness, and price. Medical personnel are also introduced to innovative drug production technologies such as Orally Disintegrating Tablet (ODT), which facilitates dosing for children or elderly patients who have difficulty swallowing medication. Benefits for PT. Novell, For the company, this education allows Medical Representatives to convey the advantages of the products directly, accurately, and precisely to doctors as the main decision-makers in prescribing medication. Thus, the education process contributes to increasing doctors' awareness and preference for Novell products.

2. Providing Services to Doctors

In the context of CRM, personal services to doctors is a strategy aimed at building emotional and professional relationships continuously. This approach makes doctors feel valued and cared for, thereby increasing their trust in the company.

3. Personal Branding through Namecards

One form of creative strategy carried out by the Medical Representative of the Titan Division in building relationships with users is by using product namecards. These namecards not only contain personal identity but are also equipped with a list of products being promoted. This method is especially helpful when meeting a new doctor for the first time. Since doctors encounter many patients every day, it is often difficult for them to remember someone's name. However, with a namecard that includes product information, doctors can more easily remember, for example, "Oh yes, this is Ahmad who brings the S-Omevell product." This simple strategy can increase the doctor's memory of the products being promoted while also making future interactions easier and feel more personal.

Movell is the main application used by Medical Representatives as proof of visits to doctors or outlets. This application is equipped with the Master Customer List (MCL) feature, which serves to assist MedReps in organizing their daily work plans. Through this feature, a MedRep can easily know the list of doctors that must be visited on a certain day, complete with detailed schedules and targets that have been set. With this system, each visit activity becomes more directed, measurable, and in accordance with the priorities already determined by the company.

Another system that also plays an important role in supporting CRM activities at PT. Novell Pharmaceutical Laboratories is Misell. This application is Ubuntu-based and developed internally by the company's IT team, making it more flexible as it can be adjusted to operational needs in the company's sales and

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marketing fields. In practice, the implementation of CRM at PT. Novell Pharmaceutical Laboratories does not always run smoothly. In the field, the Medical Representative team faces various complex challenges, ranging from the influence of technological developments, health institution policies, to the limitations within the company itself. These challenges cannot be avoided, but must be managed with the right strategy so that they do not significantly impact the achievement of the company's targets. The following is a detailed description of the challenges encountered:

Other challenges come from the hospital's internal policies, which are dynamic in nature. Sometimes the hospital conducts internal audits, accreditation, or inspections from external agencies, during which all external visitors, including MedReps, are restricted. In these conditions, MedReps cannot meet with doctors, let alone introduce new products. Consequently, the visitation schedules already arranged in the Movell application must be postponed, and the visit data in the system is also delayed. Not all doctors or medical personnel have the same attitude toward the presence of MedReps. Some doctors are friendly and open to discussion, while others are more reserved, even rejecting the presence of MedReps because they consider it disruptive to their workflow. This challenge makes the approach to users unable to be generalized.

The implementation of Customer Relationship Management can be demonstrated in the field through a case study [12]. This case study provides an illustration of how CRM strategies and technologies are applied in field activities, ranging from office activities to direct interaction with users. Every morning, MedReps start their activities by checking in using a fingerprint method at the branch office. This process is recorded through the A.P.I.K.K application, which also serves as a tool to monitor attendance and work discipline. After that, MedReps open the Misell system to view sales data and previous visit reports.

One of the advantages of implementing CRM is by utilizing survey data that is purchased and collected during the visit process [13]. This data not only provides information about doctors or users who prescribe Titan products from Novell, but also opens insights into competitor activities. For example, MedReps can find out which competitor products enter certain clinics, in what composition, and to what extent they are accepted. This information is crucial because it can serve as a basis for the company to develop more precise marketing strategies, both in terms of products, positioning, and approach to users.

Return on Investment (ROI) is basically always synonymous with numbers, whether it is sales, investment, or financial performance that can be quantified [15]. However, in the context of pharmaceutical companies such as PT. Novell, which is not a publicly listed company, financial reports and numerical data are not accessible to the public. Due to this limitation, the discussion of ROI is directed towards the theoretical realm. CRM can be viewed as a form of strategic investment, where the benefits are not always directly measurable by numbers, but are reflected in several significant developments.

More broadly, retaining loyal customers can be likened to an effort to make an investment whose returns will continue to be reaped without the need to spend excessively on promotions. The long-term relationships created from trust and

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satisfaction are a form of return that is far more valuable than simply short-term number increases. Thus, CRM not only functions as an operational tool but also as an investment strategy that sustains business continuity.

## CONCLUSION

Transparency in reporting in the field of prescriptions, such as a scenario where a doctor has already prescribed a certain product, but the incoming report is instead redirected to another user. With neat digital record-keeping, each prescription can be clearly tracked, so that doctors' trust in MedRep and the company remains maintained. The implementation of Customer Relationship Management (CRM) in the Titan Division of PT. Novell Pharmaceutical Laboratories has proven to be effective and provides real benefits. CRM not only functions as an administrative aid but also to build closer relationships with business partners in the healthcare field. The application of CRM in the Division

The implementation of CRM in the Titan Division can be seen as a form of long-term investment. The benefits gained are not only in the form of sales figures, but are also reflected in loyalty, the stability of relationships with hospitals, and the trust of doctors that continues to be built. This shows that CRM has a vital role in ensuring the sustainability and growth of pharmaceutical companies amid increasingly fierce competition.

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