

RINGKASAN EKSEKUTIF

Laporan *project improvement* ini berisi proses dan hasil magang penulis selama 4 bulan, terhitung 1 Februari 2015 hingga 30 Mei 2015 di PT XL Planet (Elevenia). Elevenia merupakan salah satu situs *e-commerce* terbesar di Indonesia yang sudah memiliki jutaan *member* dan puluhan ribu *seller* yang bergerak di bawah naungan PT XL Axiata.

Dalam menjalankan *project improvement* ini, penulis menemukan sebuah masalah pemasaran, yakni pada bagian *Customer Relationship Management* (CRM), di mana salah satu program CRM yaitu konten *newsletter* Elevenia terlalu umum, sehingga tidak mencakup seluruh karakteristik *subscriber*, dan *newsletter* yang sudah dikirim tidak dibuka oleh *member*. Hal ini mempengaruhi *click rate*, *open rate*, dan *conversion rate* yang seharusnya bisa lebih tinggi dan kemungkinan untuk *member* melakukan pembelian lebih besar.

Berangkat dari masalah tersebut, penulis memberikan tiga alternatif solusi, yang dibuat berdasarkan data primer yang didapatkan oleh penulis melalui wawancara dengan 20 *member* Elevenia, kuisisioner *online* yang mendapat 125 respon, serta data sekunder yang didapatkan langsung dari pihak perusahaan. Solusi yang diimplementasikan adalah segmentasi dan personalisasi *newsletter*, di mana *newsletter* yang dikirim Elevenia dibagi berdasarkan jenis kelamin, minat, serta riwayat pembelian *member* di situs Elevenia.

Hasil dari *project improvement* penulis berdampak kepada rata-rata *click rate* yang mengalami kenaikan sebesar 1.75% dan rata-rata *open rate* yang juga naik sebesar 0.75% terhitung selama dua bulan implementasi dilakukan.



EXECUTIVE SUMMARY

This project improvement report contains the process and result of the writers' four-month internship since February 1st 2015 until May 30th 2015 at PT XL Planet (Elevenia). Elevenia is one of the biggest e-commerce sites in Indonesia which already has millions of members and thousands of sellers nationwide. Elevenia is also a subsidiary of PT XL Axiata.

During this project improvement, the writers have discovered a marketing problem which is based within the Customer Relationship Marketing (CRM) division. One of the current program of the CRM is the newsletter blast that contained a very general content for the subscribers and therefore the newsletters did not match the members' different characteristics. This problem affected on the click rate, open rate, and conversion rate which should have implied to the purchasing opportunity by Elevenia member.

From this problem, the writers came up with three alternatives of solution which was made according to the primary data and the secondary data. The primary data was collected by holding in-depth interview with 20 members of Elevenia, and an online questionnaire that has been responded by 125 respondents. The implemented solution is newsletter segmentation and personalization, which the newsletter is now divided based on gender, interest, and member's purchase history at Elevenia.

The result of this project improvement has affected on the average click rate that increased 1.75% and average open rate that also increased 0.75% within two months of implementation.

