

## ABSTRACT

Customer Relationship Management (CRM) concept is becoming popular by offering a chance for the business to optimize lifetime value of customers, simplified internal organization, and maximizes shareholders' equity.

be'CUBE!' was set up to function as a CRM-enabled Web application that markets 4 types of product: Book & eBook, Music CD, Movie DVD, and Computer Software. The Web design evolves around the strategic planning of keeping the right customers stay with the business. Customer actions have been recorded and analyzed in graphical bar chart to provide better understanding of their needs, desires, and anticipations. Intuitive and interactive Web technology will give the customers a chance to create their customizable choices of favorite topics. The Web also features the predictive capability by intercepting selected item's attributes and randomly displays other 3 related items. Combining these features, the Web is assumed to have customer retention rate higher than the traditional E-Commerce site.

Customer Lifetime Value (CLV) analysis reflects a corresponding result. Though the application of CRM concept requires an initial investment of Baht 153,000, it indicates that there is a chance for nearly 66% profit gain by cost reduction and higher customer retention rate. The significant improvement sounds promising.