

## **ABSTRACT**

*BRILink is an extension of BRI Bank to reach people who are difficult to reach by unit offices. This study began with a finding that there was a low percentage of savings from transactions at BRILink Agents and less than optimal control of the marketing force system implemented by BRI in the BRI Slawi Branch Office Work area. The purpose of this study was to analyze the implementation of customer relationship management, marketing force system control, and strategies for improving the performance of savings product sales by BRILink agents in the area. This study was conducted with a qualitative approach using a case study method. Data collection techniques used focus group discussions (FGD) and documentation. The population of this study were stakeholders and BRILink agents at the BRI Slawi Branch Office, with a sample consisting of several agents who were active in partnership with BRI. The results of the study showed that although BRILink agents had innovations in marketing, soft skill control and training still needed to be strengthened to improve their performance. In addition, external factors such as declining public trust and post-pandemic economic conditions also influenced the decline in savings held at BRI.*

**Keywords:** *Banking Marketing Strategy, Customer Relationship Management, Marketing Force System Control, Performance Improvement Strategy*

