Marketing Management Analysis of Customer Relationship Marketing

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Article Info	Abstract
	This article discusses customer relationship marketing, which is a marketing strategy currently carried out by many companies who want their customers or consumers to continue to buy their products or use their services. The purpose of this writing is to determine the meaning of Customer relationship marketing (CRM), to determine the objectives of Customer relationship marketing (CRM), to determine the benefits of Customer relationship marketing (CRM), to determine supporting technology Customer relationship marketing (CRM), to determine the Customer relationship approach marketing (CRM).

Introduction

Customer Relationship Management (CRM) has become a term that has become increasingly popular in recent years(Anees et al., 2020). Coupled with the development of information technology that has increasingly penetrated various business applications, CRM has become an interesting business process to discuss(Asongu et al., 2019). Marketing activities manage all aspects of the customer life cycle. CRM is a comprehensive strategy from the company so that every process of recycling the customer's life can be optimally utilized. The statement that the buyer is king is true, but the company cannot provide the same service to all customers, because in reality not all customers provide maximum profit to the company. In today's IT-based globalization era, many companies use various means in their efforts to improve Customer Relationship Management (CRM)(Dires, 2021). In particular, they try to provide services that are personal in nature so that they can provide high satisfaction to their customers, both as stakeholders and shareholders(Dang et al., 2019). Thus, it is hoped that a strong value chain will be established between them through customer relationships. To be able to improve CRM, companies do not hesitate to invest quite expensive and sophisticated technology that is able to provide maximum service to customers(Fatorachian & Kazemi, 2021).

On the other hand, many software companies sell and offer these system applications such as e-mail marketing and the dot-coms(Gómez-Chabla et al., 2019). CRM refers to software systems that help companies obtain and store customer data and make two-way relationships. But nowadays CRM emphasizes more on changing policies and procedures designed to increase sales and customer retention in various lines of the company. Therefore, in this paper the author will discuss what is meant by CRM and its objectives, why companies need CRM, CRM applications in the manufacturing and service industries and the conclusions that can be drawn from this discussion of CRM. Customer Relationship Management (CRM) is a means of establishing a sustainable relationship between a company and its stakeholders and shareholders(Bolander et al., 2021). Currently, many companies use Customer Relationship Management (CRM) to establish relationships with customers (Hendrawati et al., 2019). By

utilizing CRM, companies will know what their customers expect and need so that emotional bonds will be created that are able to create close and open business relationships and two-way communication in among them (Yapanto et al., 2021). Thus, customer loyalty can be maintained and not easily switched to other products and brands.

Customer Relationship Management

The definition of CRM (Customer Relationship Management) in Indonesian has a basic meaning, namely a Customer Relationship Management or a marketing strategy that is currently very much done by companies who want their customers or consumers to continue to buy products or use their services, in The general meaning is a process of several stages consisting of identification, acquisition, retention and customer development that makes a major contribution to the company by focusing its strategy, namely by maintaining relationships with customers effectively and efficiently so that the relationship becomes a lifelong relationship (Profitable "lifetime") (Purnomowati et al., 2022).

CRM itself is not a concept, but a paradigm shifts for companies where CRM is a lifestyle that aims to invite customers to become partners in the company and develop for mutual benefit. CRM is a business strategy consisting of software and services designed to increase profit, revenue and customer satisfaction. The trick is to help organizations of all sizes identify their customers precisely, acquire more customers more quickly, and maintain customer loyalty (Z. Wang et al., 2022). A CRM system must be able to carry out the function of identifying the factors that are important to customers, carrying a customer-oriented (customer centric) philosophy, adopting measurement based on a customer perspective, building an end-to-end process in serving customers, providing perfect customer support, handling complaints (Pohludka & Štverková, 2019).

Customer complaints, record and follow all aspects of sales, create holistic information about service and sales information from customers(Li et al., 2019). Therefore, in order for a CRM system to carry out its function, it requires careful business planning and defining the goals and objectives of implementing CRM, determining the limitations of CRM according to the established strategy, determining parameters and measurement standards for the success of CRM implementation, determining the standard rules for handling strategies. based on information from the CRM system such as changes, improvements and strengthening strategies. However, in the application of CRM, there will always be problems, such as in IT applications, wasted features or advantages offered by IT are useless, customers continue to complain, relationships with customers remain transactional, there is no increase in efficiency, sales and marketing staff are still hiding each other. data and company profits are still stagnant. The goal is to recognize customers in more detail and serve them according to their needs. In general, some of the activities of the CRM concept include:

Building a Strong Customer Database

A strong customer database is the key to CRM implementation(Gil-Gomez et al., 2020). There are many reasons why companies need to build strong customer databases(Butt & Ahmad, 2019). First, the customer database is one of the company's main assets, which can also be calculated for its performance as well as other financial performance. Second, the customer database can be used as a measure of the company's "present value", and its possible future performance(Eklof et al., 2020). To build a customer database, with companies that cooperate with cooperate customers, it might be easier because the number of customers is more limited(Dai et al., 2021). But for companies that handle retail customers, of course, will need more complex database collection systems and procedures. There are many ways to collect customer databases.(Hindi et al., 2018) For example, by returning a guarantee card that must be filled in with complete customer data, through an application

form for credit applications or requests for a service, and the most popular is of course by issuing a membership card(Abdulla et al., 2019).

Several major retail companies in Indonesia also issue membership cards for their marketing purposes. Like Matahari, which issued the Matahari Club Card, Makro issued a Makro member card, Alfa issued the Alfa Family Club, and recently Carrefour issued a shopping card that also functions as a credit card in collaboration with GE Finance(Matahari et al., 2021). Some other examples include Telkomsel, which issued its SimpatiZone service for its prepaid customers. This is done because of course those registered with Telkomsel are postpaid subscribers, while prepaid subscribers are not registered with their profiles. One of the important factors for customers to provide their data to the company is the benefit offering for customers. Most retailers give reward points as well as discounts if they become members(Nastasoiu & Vandenbosch, 2019). Telkomsel provides benefits to Simpati customers if their card is lost and customers can still use the same number by only paying 50% of the card price. In addition, the benefits issued, of course, need to have a value in accordance with the customer.

Analysis of the profitability of each customer

In the analysis of profitability, there are 2 things that will be assessed from each customer(Omoregie et al., 2019). The first is the revenue generated from each customer, and the second is the cost to serve each customer(An et al., 2018). The revenue aspect can be seen from several things; (1) From the use of the company's products or services that they consume now, (2) Calculating how many possible uses of the product or service in the coming years; (3) Possible use of other products or services provided by the company. Meanwhile, the calculated cost aspect starts from the cost of the acquisition to the cost of maintaining them(Le et al., 2020). One more cost that needs to be taken into account is the opportunity cost, the cost of the opportunity lost for serving these customers. By calculating and comparing the aspects of revenue and costs that must be incurred, companies can begin to sort out which customers provide more profit and which ones do not provide too much profit. This sorting will be an important tool so that companies can provide services in accordance with the level of profitability of each customer.

Interactions with customers that are more targeted and customized

With a clearer profile, it will be easier for companies to see the different needs of each customer. This information will of course make it easier for companies to provide offers about products and services that are tailored to their needs(Alam, 2023). With the level of needs mapped, companies can also provide integrated marketing communications that are more personal and customized(Das, 2020). Customers will feel more treated individually which of course will provide a more interesting experience and support the customer satisfaction process. And of course, in the long term is how this can create customer loyalty to continue using the company's products or services.

In addition to targeted communication activities, companies can also offer products or services that are specifically designed differently for each customer. Thus, because the company is able to recognize customer needs, of course it will be easier for them to respond and make transactions(Babić Rosario et al., 2020). In this connection, the company can design a loyalty program that is suitable for its customers(L. Wang et al., 2018).

This loyalty program will greatly assist the company in retaining customers, increasing satisfaction, and keeping customers from being tempted by various offers provided by other competitors. This customer rentention program is one of the main cores of Customer Relationship Management (CRM) activities(Kumar & Mitsde, 2019). The paradigm and way of thinking of the company is no longer based on how to get new customers, but rather how to retain old customers is much cheaper than the cost of getting new customers(Dittes et al., 2019).

Moreover, existing customers have great potential not only in using the company's products or services that they are currently using, but also for other company's products and services(Almeida et al., 2020). As long as customers are satisfied, the company has the potential to sell different products or services through cross selling or up selling(Ahmadi, 2019). The benefits of using CRM are the number of consumers that will increase, because the main purpose of CRM is to find new customers while maintaining the level of satisfaction of existing customers. Knowing the level of company ownership in consumers, namely by knowing the needs of consumers(Kurnia et al., 2019).

We can also find out the needs of consumers in the future, namely through the results of transactions that have been made and from the results of the analysis of transaction data that has been collected(Amberg & Fogarassy, 2019). In addition, knowing abnormalities in each transaction activity, namely knowing criminal acts such as fraud and so on, knowing improvements that must be made to services provided to consumers and being able to analyze transaction data patterns, for example being able to find out the combination of products to be sold at different times(Belth et al., 2020). and reduce operational risk, namely by knowing the predictions that will occur and mistakes that have been made through the customer history(Leo et al., 2019).

CRM support technology

Customer Database

A system will never run properly without a database(Raasveldt & Mühleisen, 2019). So returns this CRM. The backbone of this system is none other than the database of customers. Information obtained from consumers in the form of interactions with the company and future prospects will be very valuable, including information obtained from customer orders, information about support provided, customer requests, complaints, interviews and surveys that have been given(Puntoni et al., 2021). For the CRM system, all of these things are very valuable inputs for the company(Kim & Wang, 2019).

Customer Intelligence

Customer intelligence is an effort to categorize customers according to their respective needs and need. Of course, this can be done with the help of software or a human manual(LACUREZEANU et al., 2020). Once it has been segmented, we will easily fit that customer into the company's business strategy game(Niedermeier et al., 2021). An example is the division of potential customers, ordinary customers, and non-potential customers(Auerbach & Thachil, 2018). This will make it easier for us to know whether the customer is quite satisfied or not.

Customer Capacity and Competency Development

The main objective of this supporting technology is continuous improvement that allows the company to be a little closer to what the customer wants(Kiefer et al., 2019). Complex systems are needed to achieve this, but not only that, direct practice is much more powerful to achieve the desired level of customer satisfaction, the perfect combination of people and technology will produce one of the core competencies that allow the company to stay ahead of the CRM competition. Success in selecting tools, technology, and hands-on practice will then be replicated by other companies when the combination proves to be successful. This will cause our company to become a market leader in CRM.

Of course, the market leader will not be able to be maintained for long if there are no dynamic changes in the company that are adjusted to the movements of the customers' desires(Warner & Wäger, 2019). Because the main strength of CRM is the database of customers, the one who

is most responsible for providing this data is none other than the front office, which is none other than sales, marketing, and also not behind in service. Every interaction with the customer will be recorded and entered into the contact history system of the customer(Tanwar et al., 2020). If this data is needed, it can be reprocessed for the benefit of the company. One of the advantages gained from customer contact history is that customers can interact with various contact channels within the company from time to time without having to explain to the officers what complaints they have faced before. CRM is a system based on customer databases, information from customers will be immediately extracted for the benefit of the company. The process of collecting data as part of a CRM solution, a company must remember that customer privacy and data security must be top priorities. Some good CRM implementers don't even allow their customer data to be shared or accessed by third parties. In this they have done the right thing. Namely protection of data and customer privacy.

Conclusion

The definition of CRM (Customer Relationship Management) in Indonesian has a basic meaning, namely a Customer Relationship Management or a marketing strategy that is currently very much done by companies who want their customers or consumers to continue to buy products or use their services, in The general meaning is a process of several stages consisting of identification, acquisition, retention and customer development that makes a major contribution to the company by focusing its strategy, namely by maintaining relationships with customers effectively and efficiently so that the relationship becomes a lifelong relationship (Profitable "lifetime"). The purpose of CRM is basically so that the company can recognize customers in more detail and serve them according to their needs.

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