



MANAJEMEN HUBUNGAN PELANGGAN (CRM)

MANAJEMEN BISNIS RITEL
2020

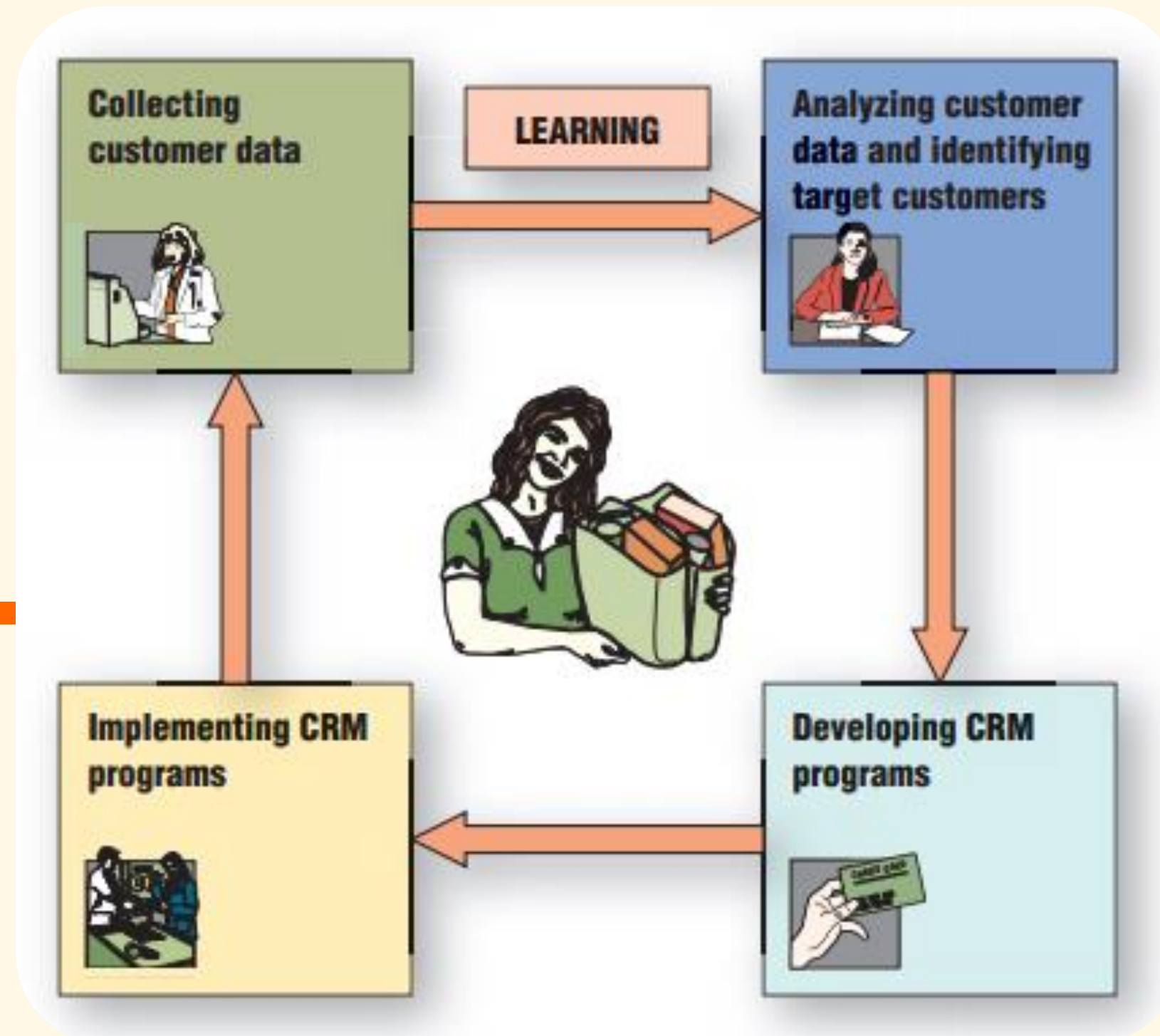
Aryan Eka Prastya Nugraha

The objective of the CRM process is to develop loyalty and repeat-purchase behavior among a retailer's best customers. Customer loyalty is more than having customers satisfied with a retailer and making repeat visits.

Customer loyalty means that customers are committed to purchasing merchandise and services from the retailer and will resist the activities of competitors attempting to attract their patronage.

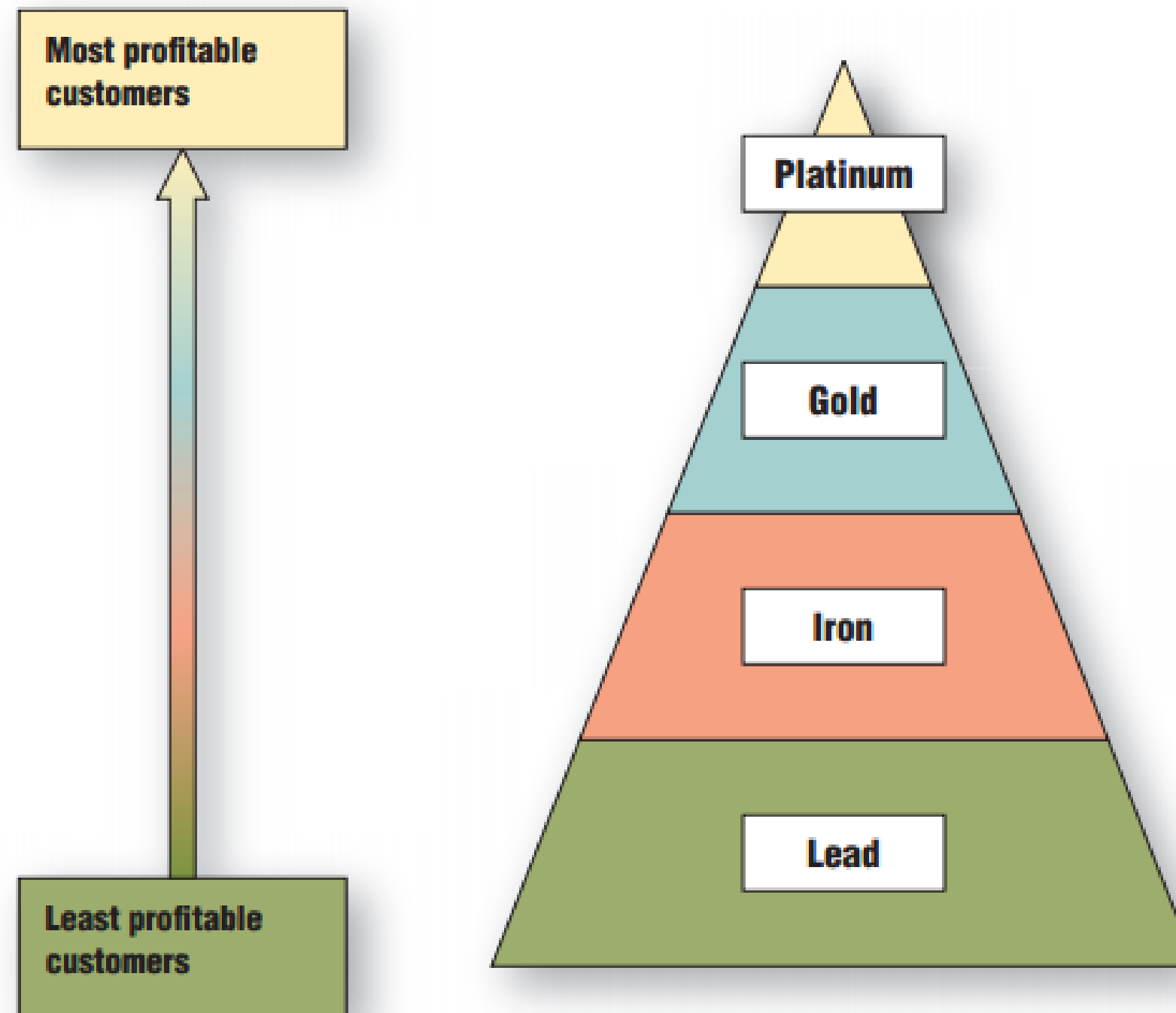
The CRM Process Cycle

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The Customer Pyramid

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SOURCE: Valarie Zeithaml, Roland Rust, and Katherine Lemon, "The Customer Pyramid: Creating and Serving Profitable Customers," *California Management Review* 43 (Summer 2001), p. 124. Reprinted with permission.

Platinum Segment This segment is composed of the customers with the top 25 percent CLVs. Typically, these are the most profitable and loyal customers who, because of their loyalty, are typically not overly concerned about prices. Customers in this quartile buy a lot of the merchandise sold by the retailer and often place more value on customer service than price.

Gold Segment The next quartile of customers, in terms of their CLVs, make up the gold segment. Even though they buy a significant amount of merchandise from the retailer, they are not as loyal as platinum customers and patronize some of the retailer's competitors.

Iron Segment The customers in this quartile purchase a modest amount of merchandise, but their spending levels, loyalty, and profitability are not substantial enough for special treatment.

Lead Segment Customers with the lowest CLVs can make a negative contribution to the firm's income. They often demand a lot of attention but do not buy much from the retailer.

The screenshot shows the Amazon homepage for a user named Jaymes. The top navigation bar includes the Amazon logo, the user's name, and links to Today's Deals, Gift Cards, Sell, and Help. A search bar is prominently displayed. Below the search bar, there are links to the user's Amazon.com page, browsing history, recommended items, and profile. The main content area is titled "Recommended for You" and lists three books:

- The PMI-ACP Exam: How To Pass On Your First Try (Test Prep series)** by Andy Crowe PMP PgMP (February 15, 2012). Average Customer Review: 4.5 stars (113). In Stock. List Price: \$69.99, Price: \$35.19. 46 used & new from \$31.48. Recommended because you added Agile Project Management For Dummies to your Shopping Cart (Fix this).
- Project Management For Dummies** by Stanley E. Portny (May 3, 2010). Average Customer Review: 4.5 stars (128). In Stock. List Price: \$24.99, Price: \$15.54. 62 used & new from \$8.09. Recommended because you added Software Project Management For Dummies to your Shopping Cart and more (Fix this).
- Agile in a Flash: Speed-Learning Agile Software Development (Pragmatic Programmers)** by Jeff Langr (February 1, 2011). Average Customer Review: 4.5 stars (18). In Stock. List Price: \$16.99.

Each book listing includes a "Look Inside" button, a star rating, and "Add to Cart" and "Add to Wish List" buttons. The left sidebar contains various category links such as "Just For Today", "Business Recommended", and "Recommendations Books".

Amazon personalizes its Internet interactions with customers by analyzing its customer database to present offerings that will be of interest to each of its customers.

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan

Thank You!

Any Questions?