MANAJEMEN HUBUNGAN PELANGGAN

(CRM)

MANAJEMEN BISNIS RITEL

2020

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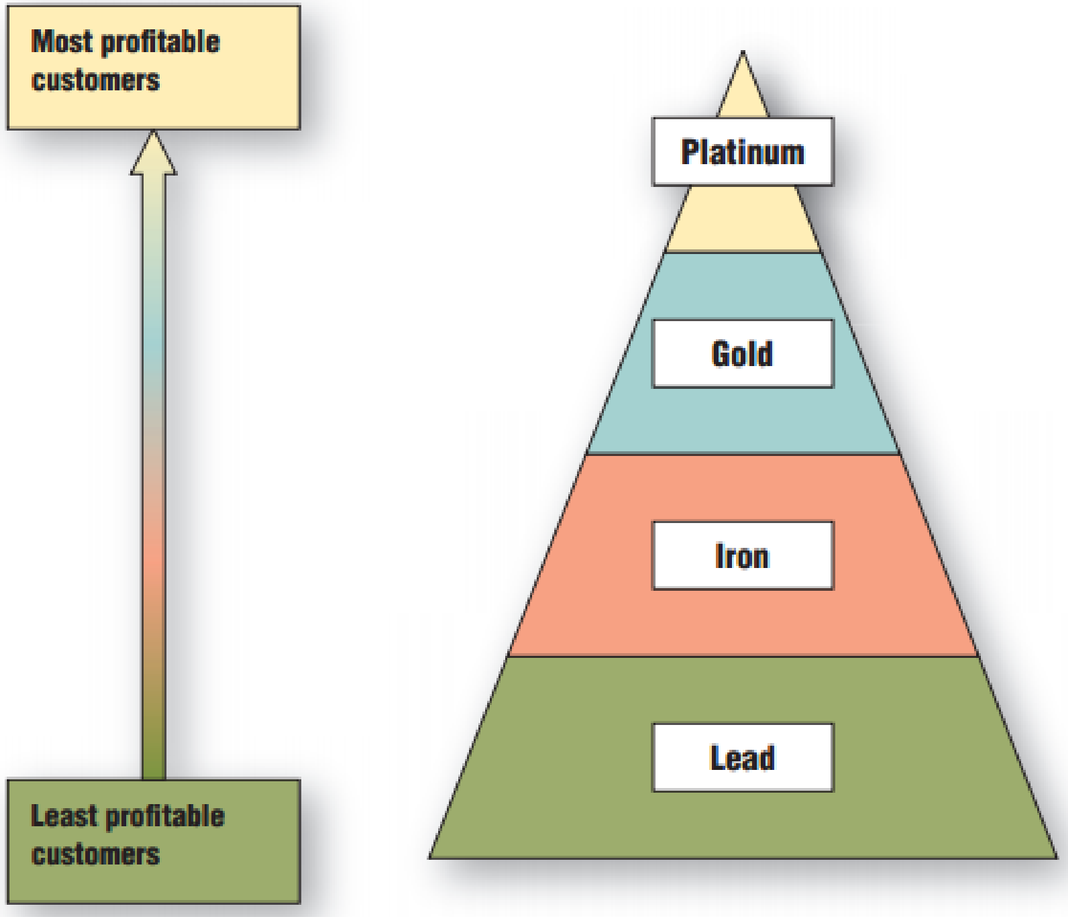
The objective of the CRM process is to develop loyalty and repeat-purchase behavior among a retailer’s best customers. Customer loyalty is more than having customers satisfied with a retailer and making repeat visits.

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

The Customer Pyramid



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.

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.

REFLEKSI

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

Thank You!

Any Questions?