



# MANAJEMEN HUBUNGAN PELANGGAN

Pemasaran & Bisnis Ritel

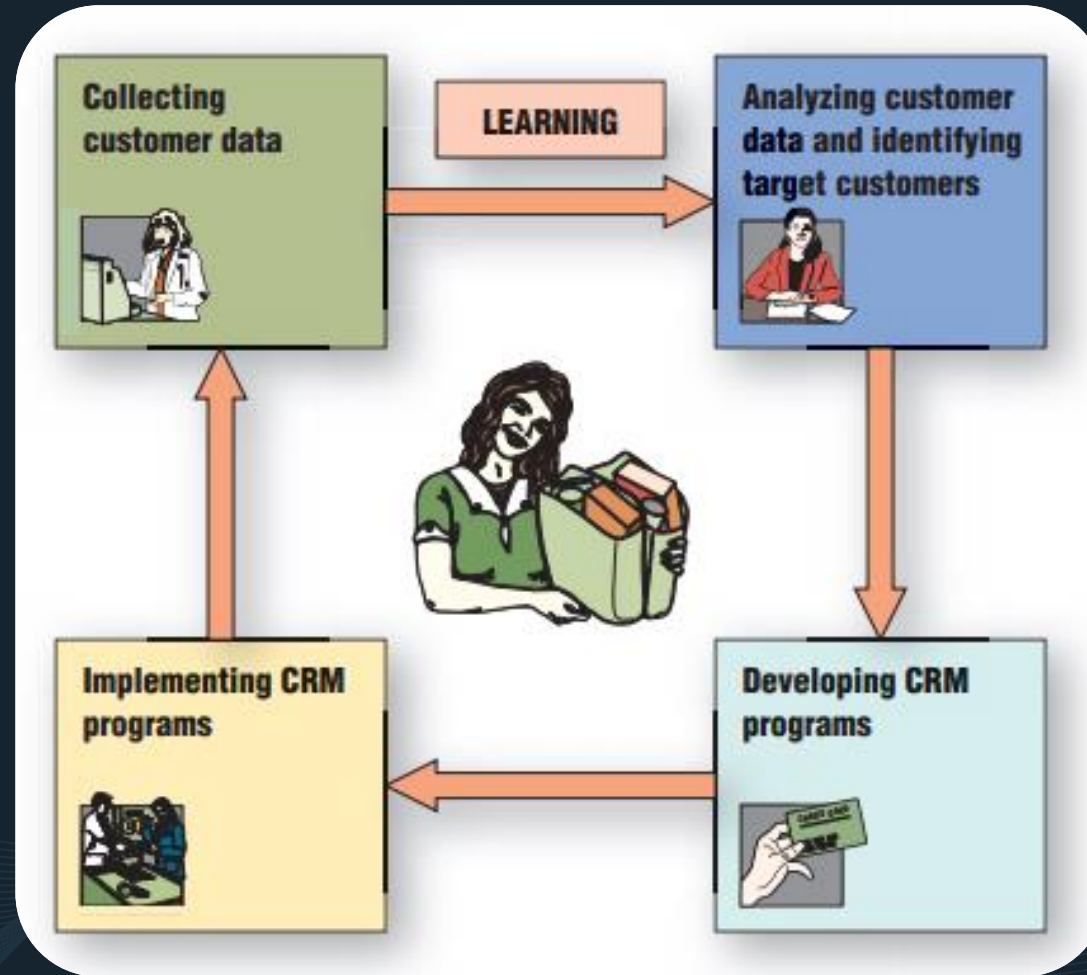
Aryan Eka

2023

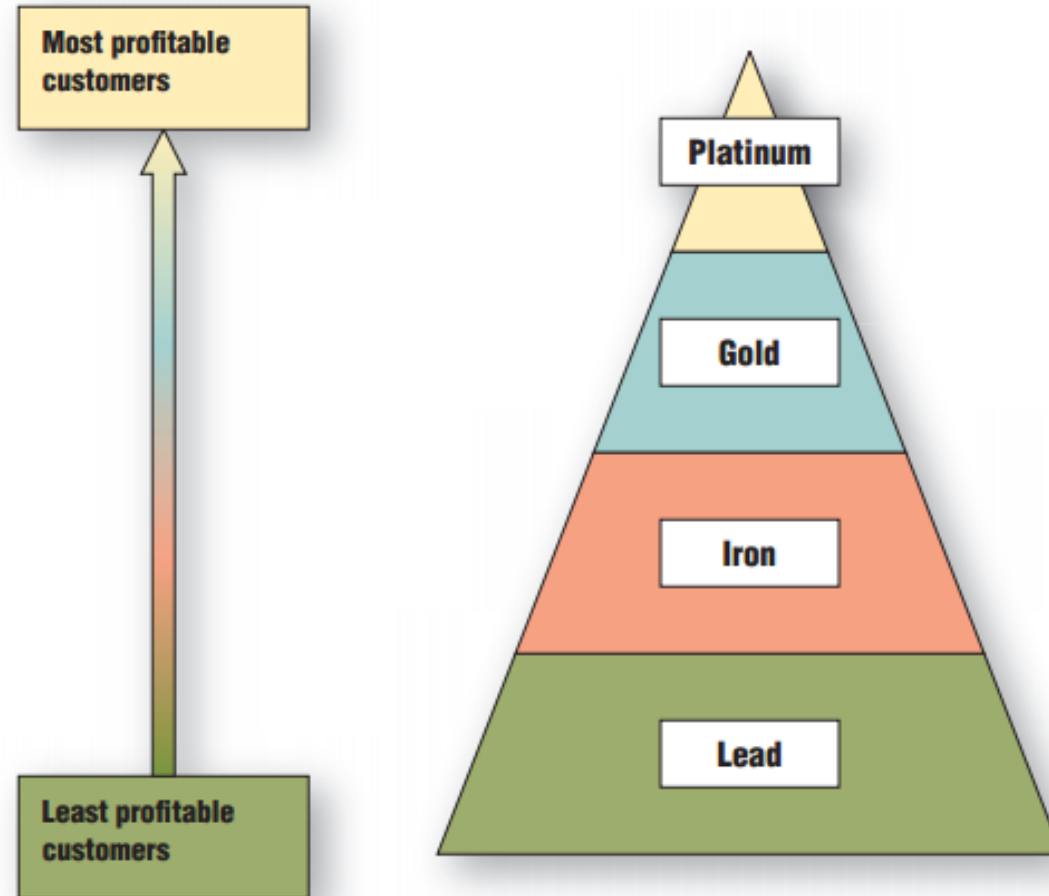
- The objective of the CRM process is to develop loyalty and repeat-purchase behavior among a retailer's best customers. Customer loyalty is more than having customers satisfied with a retailer and making repeat visits.

- **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.

The screenshot shows the Amazon.com homepage with a personalized recommendation section titled "Recommended for You" under the "Books" category. The recommendations are based on items the user has viewed and more. The list includes 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 (133). In Stock. List Price: \$69.99, Price: \$35.19. 40 used & new from \$31.45. Buttons: Add to Cart, Add to Wish List.
- 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 \$8.99. Buttons: Add to Cart, Add to Wish List.
- 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.

On the left sidebar, there is a "Just For Today" section with a "Browse Recommended" link, and a "Recommendations Books" section with various category links like "Arts & Photography", "Audiobooks", "Bargain Books", etc.

- 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.



# CASE



# TASK



# REFLEKSI

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



# THANK YOU!

Do you have any questions?

