

Deeper Understanding of Customer Needs Utilizing Customer Relationship Management

Darwin Yuwono Riyanto*

^{1,2,3}Desain Produk, Dinamika University, Surabaya, Indonesia

e-mail: darwin@dinamika.ac.id¹

* Corresponding Author: E-mail: darwin@dinamika.ac.id

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ABSTRACT

Customer relationship management (CRM) helps firms adjust goods and services to customer needs. This article attempts to analyze narratively how a company's ability to maintain customer loyalty affects its financial health. Businesses must cultivate client loyalty and retention. Customer service may distinguish a company's offerings, keep consumers delighted, and improve sales and profits. Companies with loyal, satisfied customers do well. Loyal clients are inclined to speak positively about the firm and may try to recruit new customers. Customer satisfaction helps both the organization and the consumers. Businesses provide additional incentives and prizes for recurrent purchases to maintain consumer loyalty and reliability. This article finds that CRM is one of the most significant business tools since it helps companies better understand their customers and establish effective CRM systems. A customer-driven company strategy may be a response to mass advertising. Businesses respond to each customer's needs and preferences. CRM is the practice of a company actively pursuing customer relationships. Existing customers must be kept. CRM aims to enhance profitability and sales while also increasing a company's reputation with customers. Customer and corporate advantages will be explored. Repeat consumers are more likely to get long-term relationship advantages. Customers who like an organization's goods and services spend a lot of money on them.

Introduction

The customer relationship management system is extremely necessary for the continued success of the firm over the long term [1]. This is true even on the most fundamental level and the advancement of data technology enables businesses to better tailor their products and services to the unique requirements of individual consumers and to form closer connections with those clients [2]. This enables businesses to grow their customer base. In the end, this contributes to an increase in earnings for firms [3]. The CRM technology arrangements make it possible to track customer behavior, better understand customer behavior, predict customer behavior in the future, recognize the value of customers, rapidly react to customer demands, provide finished customer contributions and experience, and construct and support long-term customer connections [4].

Tracking customer behavior, better understanding customer behavior, predicting customer behavior in the future, recognizing the value of customers, recognizing the value of customers, recognizing the value of customers, rapidly reacting to customer demands, and providing finished [5]. The development of customer relationship management (CRM) strategies is attracting the attention of an increasing number of businesses, which in turn are devoting an increasing portion of their available assets to this endeavor.

These same businesses are also devoting significant resources to the modification and improvement of their CRM procedures [6]. In recent years, there has been an increase in the use of customer relationship management (CRM) systems as well as other advanced technology advancements in the business-to-business (B2B) industry as well as the business-to-consumer (B2C) sector [7]. To put this into perspective, if the business were to assume that the only constraint on CRM is the technology that is now at their disposal, they would be making a significant mistake in their judgment. It is essential to fully incorporate the idea of customer relationship management (CRM) into the way of life as well as the working procedures of the firm and to create the business with the customer in mind in order to provide superior customer service and experience [5] [8].

The capacity of an organization to keep a constant degree of devotion from the members of its clientele has a direct influence on the robustness of the organization's financial condition [9]. It is crucial to the success of an organization that it has the capability to evolve from a state of pleasure in order for the company to fulfill its objectives throughout the course of time [10]. As a consequence of this, it is of the highest importance to assure and coordinate efforts that will foster customer loyalty as well as retention of existing customers [11].

Customers who are already on the customer roster may be retained more effectively with the help of dedication programs [8] [12]. The business is able to keep track of its customers' spending habits, instill in them a sense of responsibility, and acknowledge their dedication to the business by bestowing awards on them when they are content with the products they have purchased when they are happy with the products they have purchased [13]. One of the most significant sources of competitive advantage in the current environment of the market is the method in which businesses cater to the requirements of their clients. This is one of the most important sources of competitive advantage [14]. The assistance of customers is used by businesses in an effort to develop connections that will last for a long time [15].

Customer service is vital because it allows a firm to differentiate its products, maintain customer satisfaction, and, as a result, increase both sales and profits [4] [16]. As a result, providing quality service to customers is an integral part of any company. As a result of this, offering services to one's customers that are of a high quality and that are of a consistent standard is an essential component of operating a successful business. In addition to this, a company has the opportunity to carve out a considerable amount of market wiggle room for itself if it provides extraordinary customer service that is unparalleled in the sector as a whole [13] [17]. If the administration is going to play a significant role in the formation and cultivation of long-term connections with customers, then it is very necessary for it to always be of a very high quality and adhere

to a standard that is always the same. This is a requirement if the administration is going to play a significant role in the formation and cultivation of long-term connections with customers. In order for a company to achieve its goal of increasing the amount of repeat business it receives from its existing customers, the company will need to provide a higher level of both knowledge and administration than it has in the past [18].

Research Methods

Article built from the section customer loyalty in the fundamental viewpoints and customer relationship management in context of competitive market.

Result and Discussion

a. Customer Loyalty in the Fundamental Viewpoints

Consumer loyalty may be achieved by first gaining an understanding of the customer's wants and preferences, then satisfying and even exceeding those expectations, and finally demonstrating to the client that they are highly regarded [4]. Customers who have their needs met are more likely to be pleased with the service they get and may even exhibit behavioral or mental commitment [11]. Companies who have a loyal customer base that is happy with the services they get have good company performance, as well as an increase in their income growth, customer share, and customer obligation [6]. They that are happy with their service continue to do business with the company, and after a certain amount of time, customers begin to trust the company [18]. Because customers prefer to do business with companies that they already have established and reliable ties to, their level of commitment to your company and the amount of money they spend grows gradually over time as their confidence in your company grows [19].

Loyal customers are likely to engage in constructive verbal interaction about the organization, and they may also make an effort to get other customers to do business with the company [20]. Unwavering quality, responsiveness, ability, access, graciousness, correspondence, validity, security, understanding the client, and physical assets are the determinants of administration quality [6]. Unwavering quality, responsiveness, ability, get to, graciousness, and validity are also determinants of administration quality. The organization is required to provide high-quality customer service and must be able to carry out the promised administration in a dependable and consistent manner [4]. Customers want to do business with tenable companies that can give assistance that is free from risk and uncertainty, and it is important for the company to be trustworthy, plausible, and legitimate [10]. Workers are necessary to have the skills and knowledge to do the administration, and they should be able to instill faith and assurance in clients throughout their interactions with the company [18].

Both social and attitudinal dedication may be considered to be aspects of a customer's level of commitment to an organization [7]. Satisfaction in one's attitude encompasses one's disposition, which might include beliefs, emotions, and a desire to make a purchase [19]. However, the dependability of behaviour reflects the purchasing behavior of customers [10]. In the context of a business relationship, "conduct fidelity" refers to a customer's willingness to continue doing business with an organization and

to make more purchases of the product in question [11]. Attitudinal dependability, on the other hand, conveys the extent to which the customer maintains mental links with the company and provides the company with emotional support [14]. The obvious consequence of having a consistent attitude is the development of a dedicated social life [4].

The strategy of ensuring that customers are happy has benefits not just for the company but also for the customers themselves [10]. In order for businesses to achieve client maintenance and dependability, they provide their customers with some incentive extra benefits and rewards for their repeated purchases of their products [13]. When customers are pleased, however, businesses have the opportunity to increase their profits. This is due to the fact that loyal customers are more likely to make additional purchases, purchase strategically pitched and up-sell offers, recommend the company's products and services to others, and act as client referrers [16]. In this way, both parties involved in the relationship benefit from the development of long-distance relationships. Companies that want to foster longer-term client relationships, maintain customer maintenance, and reduce client abandonment rates should place a primary focus on gaining a knowledge of the factors that contribute to client loyalty and the reasons why clients continue to do business with them.

In order for businesses to develop strategies that improve the upkeep of their customers' accounts. In order for a company to be successful in its efforts to win back the loyalty of its customers, it should place more of its attention on cultivating relationships that are founded on emotional rather than rational considerations of responsibility [2]. As a client maintenance strategy, full of feeling responsibility, which relies on fascination between accomplices, must be preferred above calculative responsibility. This is because full of feeling responsibility depends on fascination between accomplices. Since calculative responsibility is predicated on the constant balancing of the benefits of a connection with a companion against the costs of that relationship, a relationship that is predicated only on calculative accountability is very unlikely to last for an extended period of time [10].

b. Customer Relationship Management in Context of Competitive Market

Reliability programs are used by companies in order to encourage continued purchase and to increase the number of clients who maintain their contracts. Two of the most important duties in CRM execution are handled by unwaveringness programs [13]. To begin, they create information that may be used to regulate the procurement of the client, as well as the maintenance and enhancement of the system. Additionally, commitment initiatives have the potential to serve as a barrier to exit. Customers who have accumulated credits under a plan may be reluctant to terminate their association with the company if they do so.

The majority of the time, these initiatives take the form of participation and commitment card programs, in which customers are awarded monetary rewards for their unwavering support. These incentives might include everything from preferred services to accepting points for money spent, special purpose participation cards, rewards, and restrictions [12]. Reviewing the board of clients is crucial to regaining the loyalty of customers who have either cut down on the amount of business they do with

the company or have completely stopped doing business with it [17]. It intends to reestablish relationships with former patrons of the organization who have since cut ties with the company [2].

Recover the executives' attention on former customers who are still involved with the firm. In conventional selection, division is always performed based only on information obtained from the outside, and communication is generally organized in such a way as to take just one path toward the possibility. With recover, the executives in charge of marketing may rely on a restricted database for division and communication that is more often launched by former customers [12]. It is essential to reclaim the board in order to measure the value of each individual customer [8]. It is difficult to determine how much a company need to spend to reacquire a customer if they do not know the value of the client. Regaining lost customers may be accomplished using a variety of strategies, including personalization, segmentation, and "wow" systems.

Customers' needs for prestige, comfort, or compassion may sometimes be satisfied through advantages and rewards, and sometimes all three can be met at the same time [12]. Surprise and thrill your customers with random acts of kindness. The incorporation of perks, advantages, and random displays of liberality into loyalty programs requires careful planning in order to generate a return on investment (ROI), and these activities make customers content while simultaneously appreciating. For instance, Interflora uses a web-based social networking effort in the United Kingdom to make the lives of Twitter users more cheerful by delivering them flowers [11].

This endeavor is carried out with the intention of increasing the company's market share [11]. Interflora searches through Twitter users' profiles to identify those individuals who may need some cheering up. At that time, the company gets in touch with the customer in order to surprise them with a bouquet of roses. This random act of thoughtfulness makes the customer happy, starts a conversation about the business, and might be enticing to bring in new customers [11]. Customers who remain faithful to an organization over an extended period of time are more likely to make further purchases of goods and services offered by that organization, which may be seen as a positive indicator of the firm's future growth potential [10]. Because high satisfaction creates a passionate link with the company and, as a result, this will encourage client maintenance, the company has to concentrate on achieving high levels of fulfillment [13]. The most reliable method to assure controlled consumer loyalty and client trust is to provide unequalled value, which will captivate customers [16].

Because loyal consumers contribute a considerable amount to the advantages that an organization reaps, that business should never take the possibility of losing a client by ignoring the complaints that the client raises. Because no one company can cater to the requirements of each and every customer in a given market, the only way for businesses to maintain high levels of customer retention and satisfaction is to carefully choose their target demographics [10]. As a consequence of this, businesses need to locate and maintain the appropriate customers for their needs so that they may make a profit from their services.

Another benefit of data innovation is that it promotes the implementation of CRM strategies by facilitating an organization's ability to obtain a better understanding

of its customers and to use that insight to the development of efficient CRM systems [11]. As a result, one of the standard capabilities of effective CRM solutions is the ability to send the appropriate data to the appropriate people at the appropriate moment. By providing customer information to leaders and using that understanding at the point of client encounter consistently when it is needed, CRM arrangements enable businesses to grasp the wants and preferences of consumers, which in turn helps them better serve those customers [11].

CRM is significant since it helps to build consumer trust and makes it easier to maintain relationships with existing clients. This makes CRM one of the most important business tools available today. A shift toward a customer-driven business strategy on the part of organizations may be seen as a reaction to the widespread use of mass advertising to customers [13]. This suggests that in order to foster brand loyalty among their customers, they are catering to the specific requirements and inclinations of each and every one of their customers [10].

This strategy differs from the one that was previously used, which included simultaneously promoting to a huge number of prospective customers [10]. When one takes a more long-term view of the situation, it is preferable to focus one's efforts on creating stronger ties with the company's current clientele. As a direct result of this, it is essential for businesses to place primary emphasis on preserving relationships with already-existing consumers and cultivating a sense of customer loyalty among those customers in order to reap the benefits of a reduced level of customer dissatisfaction [11]. The practice of a business actively striving to create ties with specific customers is what's referred to as customer relationship management, or CRM for short [9]. A business process that is driven by the customer has the customer as its beginning point, and the strategy should be prepared for finding the key customer value by cultivating a deep relationship with the client [11]. When it comes to making a strong relationship with customers, it is vital for businesses to first discover the unique features of each individual consumer [12].

Only then can they begin to work toward creating a close connection with those clients. In order for businesses to be able to identify individual consumers and adjust to the needs, tastes, and purchasing patterns of each individual client, more information must be acquired about the demographics of a company's customer base. The most vital contact information is lacking at this time, making it difficult to offer consumers with the proper level of service and to develop relationships with them in a way that is both comfortable and convenient. Firms can have the opportunity to learn more about a particular person each and every time you have a discussion with a customer because of the fact that you are engaging in conversation with that consumer [10].

The corporation is in a position to deliver a greater degree of support to its clientele as a result of its utilization of customer relationship management (CRM) frameworks. These frameworks make it easier to gather data about customers from a variety of different customer touchpoints and to disseminate that information within the company [17]. Because the value that each individual client brings to the company differs, it is essential for businesses to focus their marketing efforts and their efforts to deliver exceptional customer service on the customers who they deem to be their most

valuable customers [13]. Separation is an essential component that is greatly relied on in the process of offering value to customers by building deep ties with those customers as a client base [3].

CRM developments improve lead generation and capability forms, lower the costs of customer acquisition, enable more productive record management, lower the costs of customer administration, reduce waste in marketing efforts, and make front-office forms more efficient. These developments allow marketing activities to be more productive and profitable. Customer relationship management, often known as CRM, is a set of practices that are frequently used by businesses in an effort to increase the effectiveness with which they manage the relationships they have with their consumers. An organization that does a good job of managing its relationships with its customers is in a better position to provide exceptional products and services because it has a deeper understanding of its consumers and the requirements that they have. This is because the organization has better managed its relationships with its customers. Because of this, the company is now able to better meet the requirements.

Conclusion

The purpose of the business system known as customer relationship management (CRM) is to boost profits and revenue while simultaneously improving a company's standing in the eyes of its clientele. This is achieved through designing the structure and processes of the company around the customer-facing aspects of the firm, promoting conduct that satisfies customers, and putting into action procedures that are customer driven. The fundamental goal of the adoption of a CRM strategy is to provide a more compelling incentive to the end users of the system. It is possible for a customer and a business to start developing a relationship with one another when there are advantages to be gained by both parties engaged in the transaction.

The next part will describe, from the viewpoints of both the business and the customer, the advantages that occur as a consequence of the usage of CRM. These benefits will be discussed from both the customer's and the company's points of view. Customers who feel valued in the connection and who are aware that the organization is paying attention to their needs are more likely to become repeat customers. Repeat customers are more likely to be eligible for the benefits that come with maintaining a long-term partnership with the company.

Customers who feel valued in the connection and who are aware that the organization is paying attention to their needs are more likely to become repeat customers. Customers that have a track record of a constructive relationship with the organization are eligible for a variety of social advantages. When a customer is involved in a long-term relationship with an organization, that customer has the ability to improve the efficiency of their workflow, cut down on the amount of time spent on data preparation, cut down on the cost of their searches, and reduce the perceived risks associated with making future purchase decisions.

Because new customers are not a given, companies need to put in significant effort to create long-term customers who are very invested in the operations of the firm. In order to guarantee that the firm will continue to be successful in the future, it is not

sufficient to merely acquire a big number of new customers. Customers have a propensity to develop an unhealthy obsession with a company if that company supplies them with great customer administration and experiences.

Customers of an organization who are pleased with the goods and services that the organization provides spend a sizeable portion of their financial resources on those goods and services, remain loyal to the organization, become envoys for the organization, and speak favorably about the organization with a number of other individuals in an effort to convince those other individuals to shop at the organization.

It is crucial to continuously getting loyal consumers, and this step has to be seen as a process that the firm needs to go through in order to acquire loyal customers over the whole of its commercial lifetime. In order for a company to successfully transform one-time consumers into repeat buyers, it is essential for the company to provide outstanding service on a constant basis. A further crucial stage in transforming prospective customers into long-term clients is to forge human connections with those who will be using your product or service. If a business makes an attempt to build personal links with its customer base, then those customers are more likely to continue purchasing goods and services from that particular organization. When a customer has been doing business with a firm for a significant amount of time, it is probable that the consumer will give that business priority when it comes to making purchases. Customers who are loyal to an organization sometimes go on to become advocates for that organization in other capacities.

It is likely that encouraging customers to spend more money via innovations in the areas of cross-selling, up-selling, and deeper-selling might serve as a major device for customer maintenance and aid the firm in realizing the lifetime value of its customers. [Innovations in cross-selling, up-selling, and deepening existing sales] It is necessary for the organization to give items that are complimentary to one another if it is to raise the number of transactions that might potentially take place. It is vital to modify cross-sell, up-sell, and deep-sell innovations that depend on customer understanding in order to turn the limited time offer into sales.

These innovations may be found in a variety of contexts. Another essential component that is essential to the success of the limited time offer is limiting the length of time that it is accessible for purchase within the limited time offer. The period of time for which a promotion is offered should be restricted by the firm in order to encourage customers to make more purchases in a shorter amount of time. This is done in order to maximize the amount of revenue that can be generated from the promotion.

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