

Enhancements in the Management of Relationships with Customers as a Means of Preserving Sales Performance

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ABSTRACT

Customer relationship management, often known as CRM and referred to in some circles as just CRM, is a strategy that allows businesses the capacity to more effectively manage their customers' accounts as well as the interactions those customers have with the business. In order for a business's CRM strategy to be successful, the organization must put a high value on the quality of the customer experience. Customers who have been loyal to a specific brand for a significant amount of time and have a high level of confidence in the company often move on to become brand advocates in other contexts. There is a chance that improvements to cross-selling, up-selling, and deep-selling might be of assistance to businesses in increasing the total lifetime worth of their clientele. Customers that consistently exhibit a commitment to the company are rewarded with a range of privileges. These might include exclusive access to sales and discounts, individualized customer support, and personalized promotions and specials. The charges that are associated to sustaining present customers are a substantial lot lower when compared to the expenditures that are involved with attracting new consumers to become clients of the business.

Introduction

In the absence of a steady inflow of new consumers, companies must nurture long-term connections with their present customers by generating loyal, invested customers [1]. 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 [2]. Customers have a propensity to develop an unhealthy obsession with a company if that company supplies them with great customer administration and experiences [3]. 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 [4].

Customers currently have more options available to them than at any point in recent history; consequently, if they are provided with poor customer service and

experience, they are likely to switch to a different brand [5]. This is especially true if the customers are in a position where they have more alternatives than at any point in recent history [6]. On the other hand, brought in customers who are really satisfied with the services offered by the firm, are willing to pay a higher price, and are starting to serve as advocates for the brand on social media [7]. After a customer has been deemed "locked in," the brand in issue becomes their first choice when it comes to making a purchase, and they start aggressively promoting the firm in question [8].

The formation of a financial aid program is also advantageous to the organization in a number of different ways, and it is for these reasons that the program should be created [9]. Customer also have the ability to raise awareness for the brand and the products that it sells, work to change customers' preconceived notions about the brand, educate and enlighten customers about the possibilities that are available to them, provide customer support, offer input and comprehension, and encourage others to make purchases. Backers can also encourage others to make purchases [10].

In addition to this, it is necessary to cut down on the number of possibilities as much as is practicable. It is possible that providing the client with a broad range of item selections along with the advancement can lead the customer to get confused throughout the buying process, which will ultimately hinder the customer from purchasing the advancement [11]. Maintaining a concentrated attitude is crucial for the company in order to boost its chances of creating breakthroughs in the areas of cross-selling, up-selling, and deeper-selling respectively [12].

It is crucial to stay away from bombarding customers with an excessive quantity of unrelated limited-time offers as much as possible for an organization to use social conflict as a technical tool that enables the company to demonstrate that it values the relationships it has with its customers in order to demonstrate that the company recognizes these relationships. This can be done in order to demonstrate that the company values the relationships it has with its customers.

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

It is possible that encouraging consumers to spend more via cross-sell, up-sell, and deeper-sell innovations may serve as a key device for customer maintenance and assist the company realize the lifetime value of its customers [3]. In order to increase the possibility of transactions, the organization has to provide things that are complementary to one another [10]. It is essential to change cross-sell, up-sell, and deep-sell innovations that rely on consumer comprehension [7] [13]. Limiting the amount of time the limited time offer is available for purchase is another crucial component that is necessary for its success [14]. The duration of time for which a promotion is available should be limited by the company in order to encourage consumers to make more purchases in a shorter amount of time [15]. The organization has the ability to provide

its customers with benefits for cooperating with the organization. Nevertheless, it is essential to deliver reward-based social battles by bearing in mind the significance of the client to the company [16]. Customers who place a higher value on the company may be eligible for better rewards than customers who place a lower value on the company. In addition, pamphlets may be employed for engaging with clients, constructing loyalties, and pushing transactions [17].

The content of the bulletin should be relevant to the consumer who is going to read it and comprehend it [4]. If the organization does not send the booklet when it has anything to say, doing so will be a waste of time and money for both the clients and the organization [10]. It is possible to successfully build personal relationships with consumers by efficiently tuning in to, pulling in, and responding to what customers want and need. Loss of opportunities caused by failing to connect with and respond to clients across interpersonal organizations and traditional selling channels [4]. The company suffered a loss in revenue as a result of missed opportunities as well as those that were squandered [11]. To avoid missing or wasting opportunities, businesses should shift their focus to the customer, business processes and frameworks should be adaptable and organized around the customer, and customer information should be easily accessible from all points of contact and used for the purpose of developing relationships with customers and providing service to them [9]. As a result of the fact that consumers are more mobile and social, as well as continually connected in ways that have never been seen before, Social Media may be seen as a crucial avenue for customer commitment [11].

Organizations need to take use of social media for customer association and customer maintenance if they want to be taken seriously and build up their customer support base [10]. Understanding your clients and connecting with them via online life is one of the most important things you can do to grow your business [2]. Customers of portable devices are more sociable than ever before, remain constantly connected, and rely on their handsets more than ever before. The digital and the real worlds are coming closer and closer together as more consumers continue to do more of their commerce online.

Mobile phone service improves in more and more parts of the globe, mobile phones are increasingly becoming an integral part of our day-to-day lives and are also influencing how we purchase in our everyday environments. Customers are presently the ones sharing information about a company's image and brand, while organizations no longer actively promote their own information on the brand or the business [10]. Instead of focusing on adding new contacts to their databases, businesses need to shift their attention to cultivating deeper connections with existing clientele in order to compete in the emerging intelligent economy [12].

It is essential to make use of online living channels as a method of interfacing with clients and developing personal relationships with them [10]. To increase the level of client commitment, a business has to first establish a local commitment and then maintain its potential as individuals rather than relying on unidentified transactions. Every interaction with a customer presents a new opportunity to influence client acquisition, as well as customer retention, dependability, and support. Because the relationships in general that take place between customers and friends have an effect on

the prolonged success of the firm, businesses need to invest resources into customer experience executives [9].

Businesses have been steadily allocating more resources to the executives in charge of the customer experience in order to enhance customer retention, customer satisfaction, and the number of opportunities for cross-selling and up-selling respectively [7]. Customers are quick to vent their frustrations on social media about poor service they received [13].

b. Customer Relationship Management in Context of Competitive Market

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, who in turn are more likely to be eligible for the benefits associated with maintaining a long-term partnership with the company [12]. Customers that have a history of a positive connection with the company enjoy a number of societal benefits. When a customer is involved in a long-term relationship with an organization, that customer is able to improve the efficiency of their workflow, reduce 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.

Utilization of CRM enables the organization to generate additional incomes and decrease costs by converting more leads from prospect to customer, making elevated levels of customer fulfillment and maintenance, making progressively strategically pitching and up-offering to committed customers, increasing the number of customer referrals, achieving more significant levels of informal, and producing more deals as a result of marketing efforts. These outcomes can be achieved by a number of different means [9]. When a company efficiently manages its relationships with its customers, it is able to reduce the percentage of customers that choose to stop doing business with that company [10].

A decrease in the rate of customer defection may be achieved by using customer relationship management (CRM) strategies [11]. This enables businesses to increase their profits based on the customer's lifetime value and generate more cash from pleased consumers for a longer period of time. The goal of customer relationship management (CRM) as a business system is to increase profitability, income, and customer satisfaction [6]. This is accomplished by organizing the organization and procedures around the customer portions of the business, encouraging behavior that fulfills customers, and executing customer driven procedures. The implementation of a CRM strategy's primary objective is to provide a greater incentive to the consumers [11]. When there are benefits to both parties involved, a client and a company might begin to develop a connection with one another. The following section will discuss, from the perspectives of both the company and the customer, the benefits that arise as a result of the use of CRM [8].

The use of a CRM strategy enables the company to focus its efforts on productive clients, avoid unnecessary consumptions, and reduce the ineffective marketing practices that are associated with mass marketing practices [10]. It is possible for an organization to satisfy and even exceed the expectations of its customers if it has a better understanding of those consumers' requirements. As a result, this will gratify customers, increase customer fulfillment, and lead customers to take responsibility for their

purchases [9]. Support CRM approaches are advanced via the use of CRM, which enables the accumulation of customer information [8]. CRM developments make it possible for the company to get more knowledgeable about the wants of the consumers and also make it possible for the company to identify their most important clients. Organizations must identify each consumer individually in order to establish customer intimacy. In order to identify individual clients and cater to their specific requirements, preferences, and shopping habits, businesses need to collect more information about these aspects of their clientele [7]. The most fundamental contact information is not sufficient at this time in order to properly service consumers and create comfortable relationships with them. Every interaction that you have with a consumer is an opportunity to get better acquainted with that person [10].

The firm is able to more effectively service its customers by using CRM frameworks, which assist in the collection of customer data from a variety of customer contact points and the dissemination of this data across the organization [13]. Because the value of each individual customer varies for the company, it is essential for businesses to focus their marketing and customer service efforts on their most valuable clients [16]. Separation is also essential to the process of delivering value to customers by fostering intimate relationships with them [17].

CRM is essential due to the fact that it contributes to the development of consumer trust and makes it simpler to sustain ties with customers [18]. Organizations are moving away from customer mass advertising in favor of dealing with a customer driven business strategy. This implies that they are concentrating on the unique wants and preferences of each individual client in order to cultivate customer loyalty. This is a departure from the previous technique, which consisted of advertising to a large number of potential buyers at once [19]. When looking at things from a more long-term perspective, it is more beneficial to concentrate on developing existing customer connections [20].

It is a critical business strategy to focus primary emphasis on preserving connections with current customers and creating a feeling of customer loyalty among those existing customers in order to enjoy the advantages of a decreased degree of customer discontent [21]. The method known as customer relationship management (CRM) entails an organization working to cultivate connections with certain clients. A customer-driven business process has the customer as its starting point, and the strategy should be prepared for identifying the major customer value by creating a close connection with the client [18].

Customer value is generated, supplied, and recognized via tight cooperation with customers as well as a range of partners [14]. These partners may include internal business sectors, providers, and go-betweens, but are not restricted to just these three types of entities. This is done so that long-term advantages may be realized via the gratification of consumers, partners, and staff. When an organization takes the time to hear what its customers have to say and solicits their opinions via feedback requests, it might potentially improve its understanding of its clientele. After gaining this insight, one may put it to use by providing higher customer value and by building connections with customers [11].

It is impossible for companies to correctly profile and categorize their customers without first collecting information about those customers. CRM technological developments allow businesses to better manage customer information, adapt their business models to better serve consumers, and modify their marketing and administrative efforts based on the information, requirements, and value of individual customers [9]. These advancements are made possible by the integration of customer relationship management software [6].

New innovations in CRM are able to effectively acquire customer information, extract customer knowledge, and put it to use for the benefit of a business that is more dynamic [11]. New developments in CRM make it possible for the company to better understand its customers, communicate with those customers, and provide better service to those customers [4]. This is accomplished by drawing on the information about those customers that is gleaned through interactions with those customers. The firm is able to communicate with its customers in a way that is both efficient and successful because to the knowledge it has about its consumers and the value they offer [9]. Additionally, the company is able to adjust its relationships with those customers. Because of this, the firm is now in a position to increase its customer closeness and provide the value it promises, giving it an edge over its competitors [14].

Conclusion

Improvements made to lead generation and capability forms, decreased costs of customer acquisition and customer acquisition, decreased costs of customer acquisition and customer acquisition, allowed for more productive record management, minimized waste in marketing efforts, and cut expenses of customer administration are some of the ways that advancements made to a CRM system make marketing operations more efficient 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 set out by the clients. As a direct consequence of this, companies are now in a position to provide their customers with the optimal product and service at the optimal time.

Firms are able to acquire a competitive edge owing to customer relationship management (CRM) systems, which allow for businesses to maintain a strong contact with their customers and the ability to swiftly react to the ever-changing needs of those customers. Client relationship management, often known as CRM, is fast becoming an essential strategy in today's dynamic markets, which are characterized by the frequent and unpredictable shifting of customer expectations. As a direct consequence of the quick rate of change that pervades practically all parts of contemporary companies, the necessity of keeping a strong relationship with one's clients develops. This is especially true in the context of business.

One of the most significant advantages that customer relationship management (CRM) provides to the customer is the opportunity to personalize their experience. It is essential that each and every one of our customers get the same level of service. With the aid of the CRM innovations, customers will have the ability to acquire personalised goods and services based on their preferences. This will be made possible by the innovations. Customers have the option to acquire outstanding management of their accounts and experiences thanks to customer relationship management (CRM).

A company has a long-term connection with a client, the company has the potential to create personal and intimate ties with the consumer. These relationships, in turn, boost the overall degree of satisfaction experienced by the customer by giving social help. In the context of customer relationship management (CRM), loyalty programs provide the customer monetary rewards of some type. Customers who shop with a company frequently and spend a significant amount are rewarded by loyalty programs (also known as recurrence marketing projects and club participation programs) with benefits such as discounts, exclusive deals, individualized service, and other benefits for their continued business.

These initiatives are also called as persistence projects in certain circles. Because of this, the retention of customers throughout the course of a prolonged working relationship results in financial advantages for the company. The expansion of an organization's revenues is directly proportional to the length of time that its customers remain loyal to that business. Another advantage of customer relationship management is that it helps a firm save money by ensuring that it continues to do business with its existing clientele (CRM). This is as a result of the fact that the expenses involved with keeping current consumers are far lower than the costs connected with obtaining new ones.

Customers who are satisfied with the service they get are more inclined to suggest the company to their peers, which ultimately results in an increase in the amount of business obtained via referrals. Businesses are able to bring in new customers at no additional expense to themselves when those customers suggest their services to others. When customers believe they are getting better value from one company than from others in the same industry, they are more likely to stay loyal to the company that they first did business with. A pleasant experience is had by the consumer inside the connection with the company when the customer is informed of what to anticipate from the company. They are given preferential treatment, they continue to demonstrate commitment to the relationship, and they demonstrate loyalty to the firm. Customers are able to experience reduced levels of stress and increased levels of trust in a company when long-term ties with that company are maintained.

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