



# Customer Relationship Management Strategies for Business Market

Dr. AMA Suyanto

## ***Relationship marketing***

*is about forming long-term relationships with customers. Rather than trying to encourage a one-time sale, relationship marketing tries to foster customer loyalty by providing exemplary products and services.*



Relationship  
Marketing  
centers on

Establishing



Developing



Maintaining

successful  
exchanges with  
customers.

# Collaborative Advantage

Demonstrating  
special skills  
with “key”  
customers or

Developing  
innovative  
strategies with  
alliance  
partners





# Types of Relationships



Transactional Exchanges

Value-added Exchanges

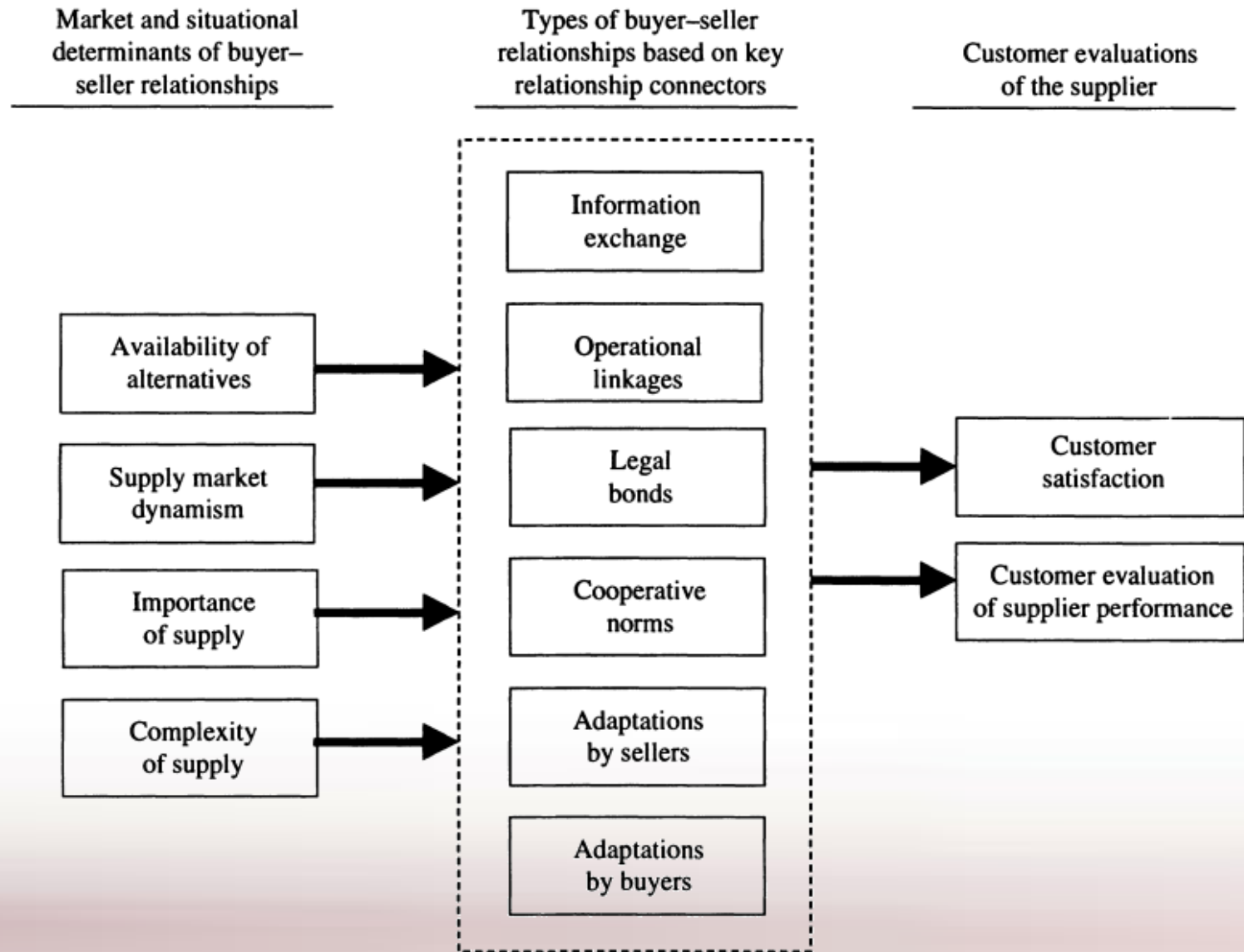
Collaborative Exchanges



Anonymous transactions/  
Automated purchasing

Complete collaboration and  
integration of supplier with  
customer or channel partner

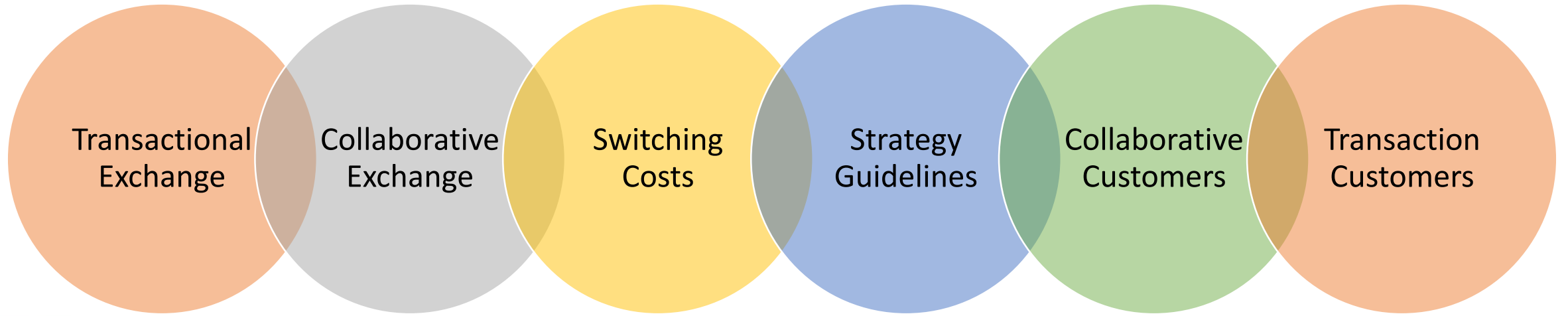
- Transactional Exchange Centers on timely exchange of basic products at highly competitive market prices
- Features close information, social, and operational linkages, as well as mutual commitments
- Value-Added Exchanges are those where the selling firms shifts from just attracting customers to keeping them by:
  1. Adding additional services
  2. Developing Services that are customized to meet the buyers need
  3. Providing continuing incentives that promote repeat business



Schematic Overview of Key Constructs Relevant to The Practice of Buyer-Seller Relationship



# Buyer-seller Connectors



# Managing Buyer-seller Relationship

# CRM CUSTOMER RELATIONSHIP MANAGEMENT

CRM is a cross-functional process for achieving





- Seller's resources
- Customer's needs
- Cost of serving various groups of customers
- Potential profit opportunities
- How customers define value and how to meet those expectations

- Assigning a client representative to take ownership of the relationship.
- Assigning a Project Owner who completes the project or solves project problems.
- Developing an in-process feedback and measurement system.

- Providing superior value (more than expected) to ensure high satisfaction.
- Nurturing trust.
- Developing mutual commitment.
- If possible, helping customers grow their business.



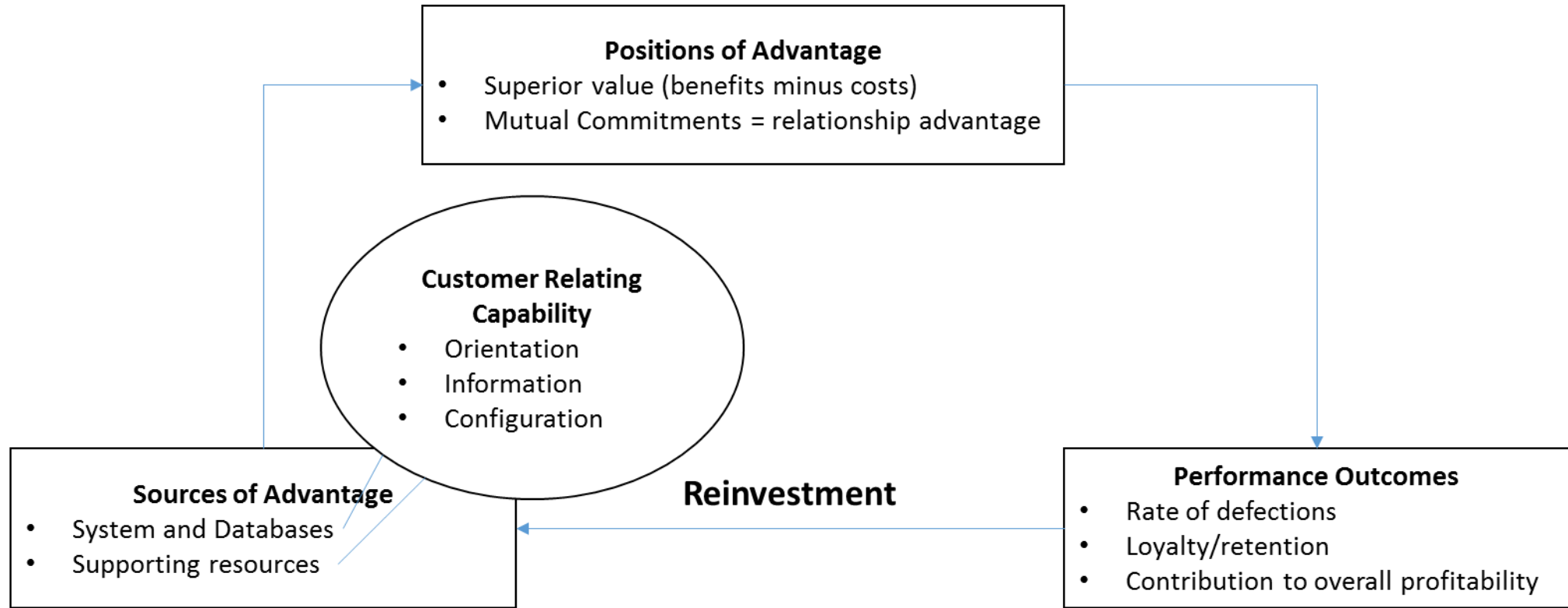
- Points of parity to a competitive option
- Points of difference

- Hire good people.
- Invest in them to increase their value to the company and its customers.
- Develop challenging careers and align incentives to performance measures.

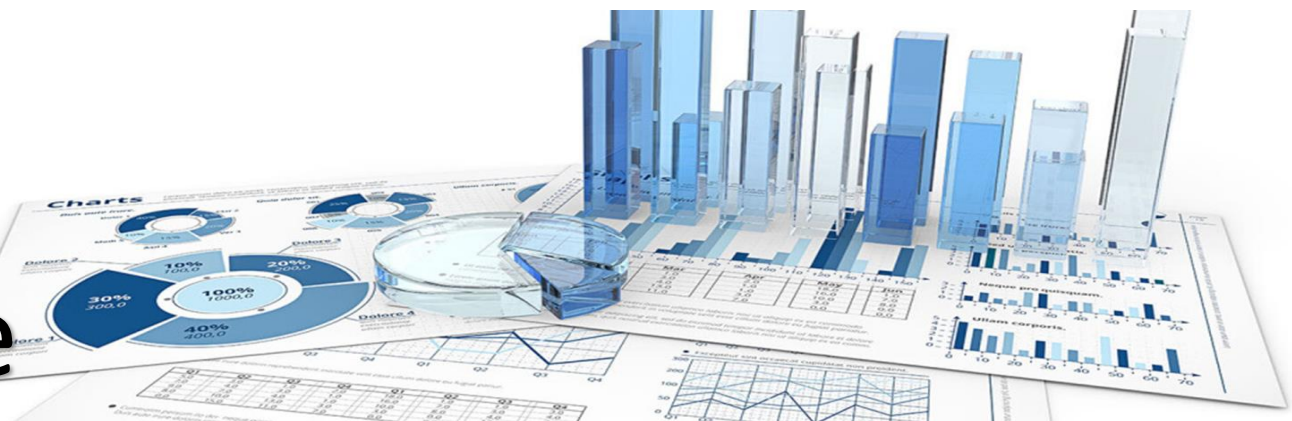
**C** Customer  
**R** Relationship  
**M** Management

# Creating a Customer Relationship Management Strategy

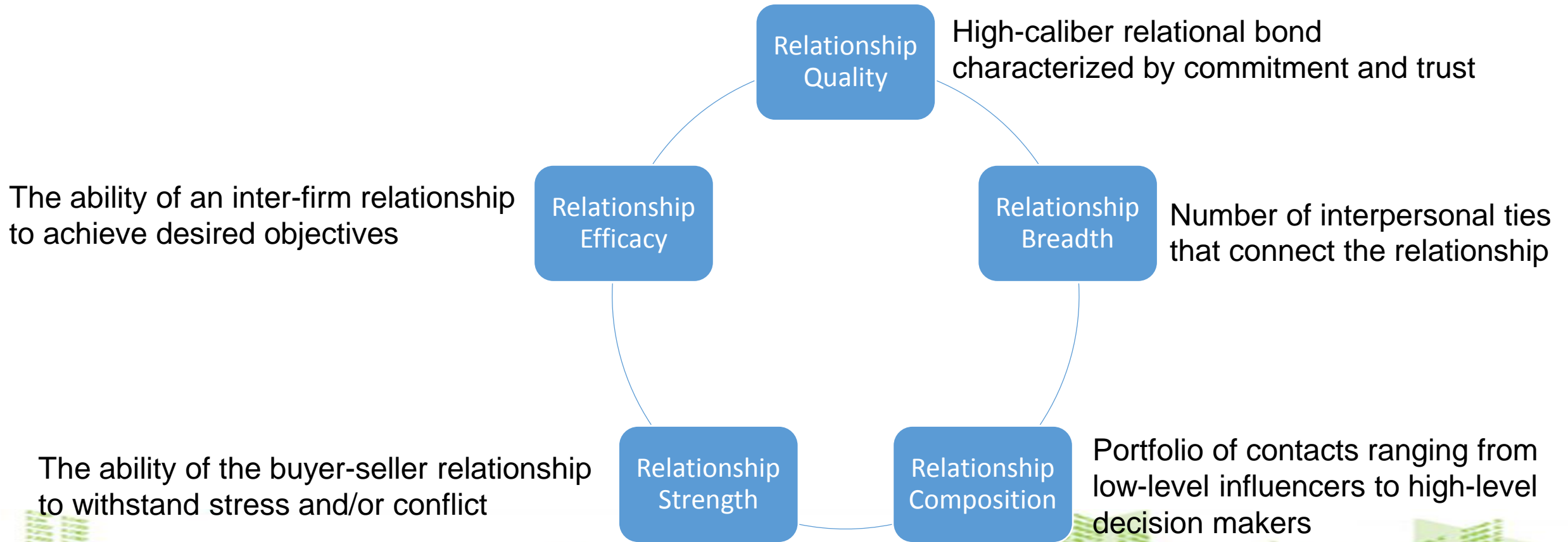




# Achieving a Relationship Advantage



# Drivers of RM Effectiveness



**W**  
**E**

**I**  
**N**

**O**  
**D**

Three white dice are arranged in a row on a white surface. The top faces of the dice show the letters 'W', 'I', and 'O' in a light grey font. The front faces of the dice show the letters 'E', 'N', and 'D' in a bold black font. The dice are slightly angled towards the viewer, and there is a soft shadow cast by the row of dice onto the surface below.