

AN USING E-CRM TO IMPROVE MARKET VALUE COMPANIES (RESEARCH STUDY EF BANDAR LAMPUNG)

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ABSTRACT - *E-Customer relationship management can help organizations manage customer interactions more effectively to maintain competitiveness in the present economy. As more and more organizations realize the significance of becoming customer-centric in today's competitive era, they adopted E-CRM as a core business strategy and invested heavily. E-CRM, an integration of information technology and relationship marketing, provides the infrastructure that facilitates long-term relationship building with customers at an enterprise-wide level. Successful E-CRM implementation is a complex, expensive and rarely technical projects. This paper presents the successful implementation of E-CRM from process perspective in a trans-national organization with operations in different segments. This study will aid in understanding transition, constraints and the implementation process of E-CRM in such organizations.*

keywords: *Customer Relationship Management, Customer, E-CRM, Implementation*

1. INTRODUCING

When Company come to business competitiveness, company need effective way to caging costumer. Company need evolution way to long term resist the costumer needs. CRM are complex concept to keep the costumer relationship with the companies. Most of company too focus on their product without concern to costumer wants. With Relation Management company can focus on costumer instead, service, ensuring company product , and make satisfaction.

Study Literature

CRM related with marketing, selling and services
CRM based Kalakota and Robinson (2001) is
“integration of marketing, selling, and serving strategy “ By the transformation of technology CRM concept are modernize with Technology content. We can see profile, data contact, and various need’s costumer. CRM based Laudon and Traver (2002) is
“as a recorder costumer contact and information related customer and companies, costumer profile for company staff necessary need”. Costumer have facilitates to accommodate they need into companies. Companies will understand product fix distribute to public. Based Smith and Chaffey (2005) “E-CRM is CRM, both is not only talk technology and database, either process or way out, but fundamental requirement to fulfill costumer culture”.

2. APPROCHING

Business engineering refers to the development and implementation of business solutions. from business model to business to business process, and organizational structure to information system and information Technology.

With business engineering we can choose the best way what the company should do for market value.

By Business Engineering we can transform industrial Society into information Society.

Business Engineering (BE) is structural approaching to solve business tranformation process into business model based a modern necessary life.

Schierholz method is a structured method that can be used to mobilize CRM. This method is a synthesis from other existing methods which cover all aspects in Business Engineering Framework and with special characteristic that can guard the mobilization process always align with company’s goal.

Schierholz Method, *mobile CRM* with use internet technology to use. This Method based on high value costumer.

- a. *Price*
- b. *Costumer intimacy*
- c. *Accessibility*
- d. *Innovativeness*
- e. *Product quality*

Business Engineering Activities

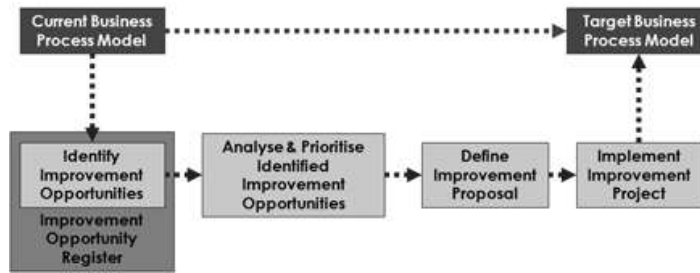


Fig.1 : Business Engineering Activities

Content.

Based on kurniawan : 2009 CRM classified into three component.

a. Operational CRM

Acquire. Easy way to get new customer by give an easiness to access information, new innovation, and interesting service.

b. Analytical CRM

Known as a back office of company, this application work to analise market and costumer, to know trending market is happening, knowing all the costumer needs.

c. Collaborative CRM

Application collaborative CRM such as email, personal publishing, e –community made to interact costumer from the companies.

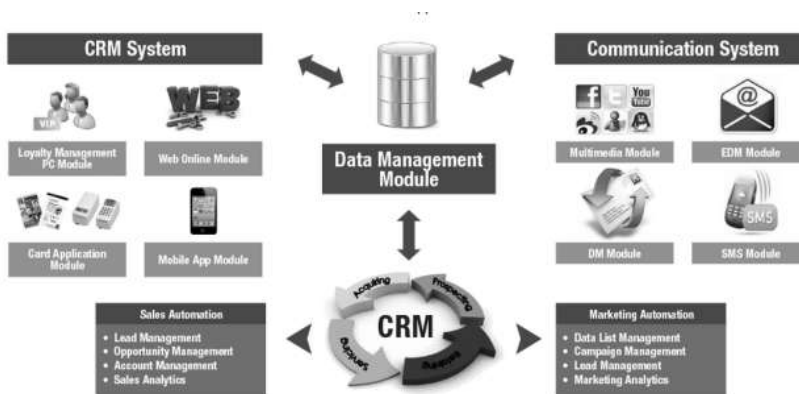
E-CRM application build from CRM fase by following :

a. Acquire. A registration tab plan to attract new costumer for join to this company give some advantage, this strategy use to offer new product of company. Frequently Ask Questions This part is serve a various question wich often costumers ask.

b. Enhance. By call the costumer after they put their mobile phone in registration tab. This is opportunity company to attract the costumer by phone.

c. Retain. By controlling the attendance, activity in the class, company can contact the costumer as student if they don't join to this company anymore . this also the chance company to hear costumer complain with, and costumer. Problem why the don't join anymore. if costumer satisfie the will keep join as active student.

Planning



http://www.rewrite.com.hk/?page_id=8635

Fig. 2: CRM Combination

Implementation

To Applicate E-CRM concept we have to follow the flow of manage company's human resources become a modern.

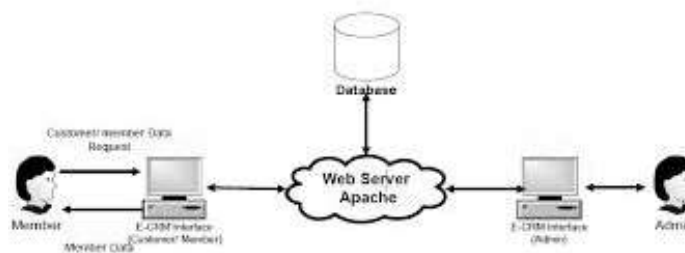


Fig. 3: Network CRM

This scheme describe the costumer relationship to company. Costumer see company profile product. Questioning how to join with the company. Admin of the company see the question by E-CRM answering and follow up what the costumer needs. Costumer satisfie and company get income.

This is sample E-CRM applicate on EF English First Company. Website are various content. On contact

history there is a record service activity toward costumer .

EF is Education English Course Company. The existing this company is depend on the student increase and retain. This company should treat costumer as a student by remind the birthday, and keep contact him to solve student difficulties. They satisfied with the service they will keep retain to this company.

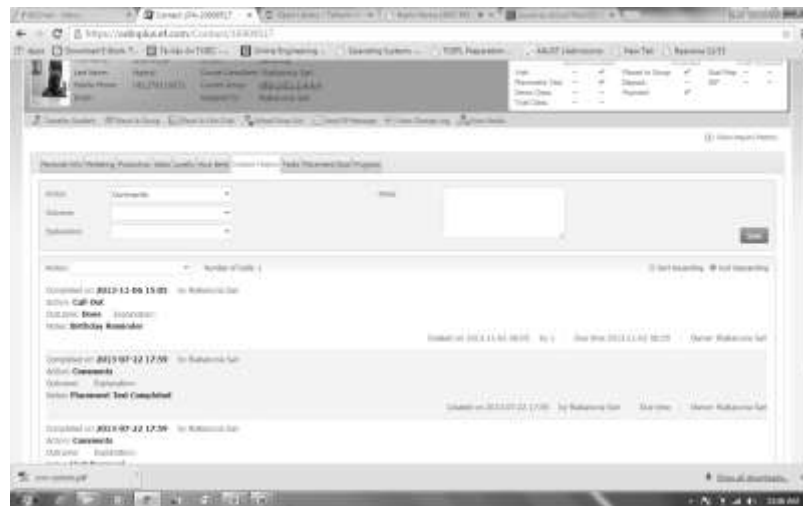


Fig. 4: Sample CRM

EF English First also expanding the relationship the bigger costumer family. This is market value to their other costumer who doesn't yet join with this company. By EF.Parents.Com Parents of costumer

will see how the improvement student after join this company. All activity student in class uploaded by the costumer



Fig.5: Sample CRM

3. CONCLUSION

An using E- CRM Technology need modern human resources and database as a company's costumer source . Make chance to be an opportunity use e-CRM technology with manage costumer as economic asset, Focus on build loyalty, and opportunity relationship.

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