



INSTITUT MANAJEMEN
TELKOM



Creating Long-term Loyalty Relationships

(Manajemen Pemasaran: 3)

Dosen:

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Customer Value, Satisfaction, and Loyalty

product and sales philosophy



holistic marketing philosophy: strong customer relationship

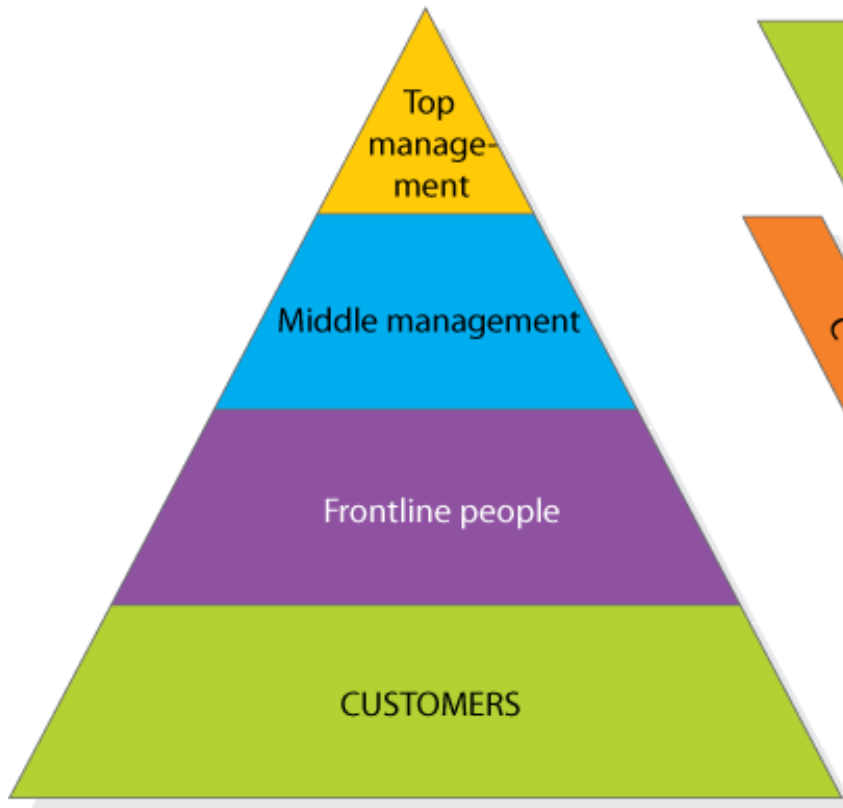
Holistic Marketing

- Inform
- Engage
- Energize

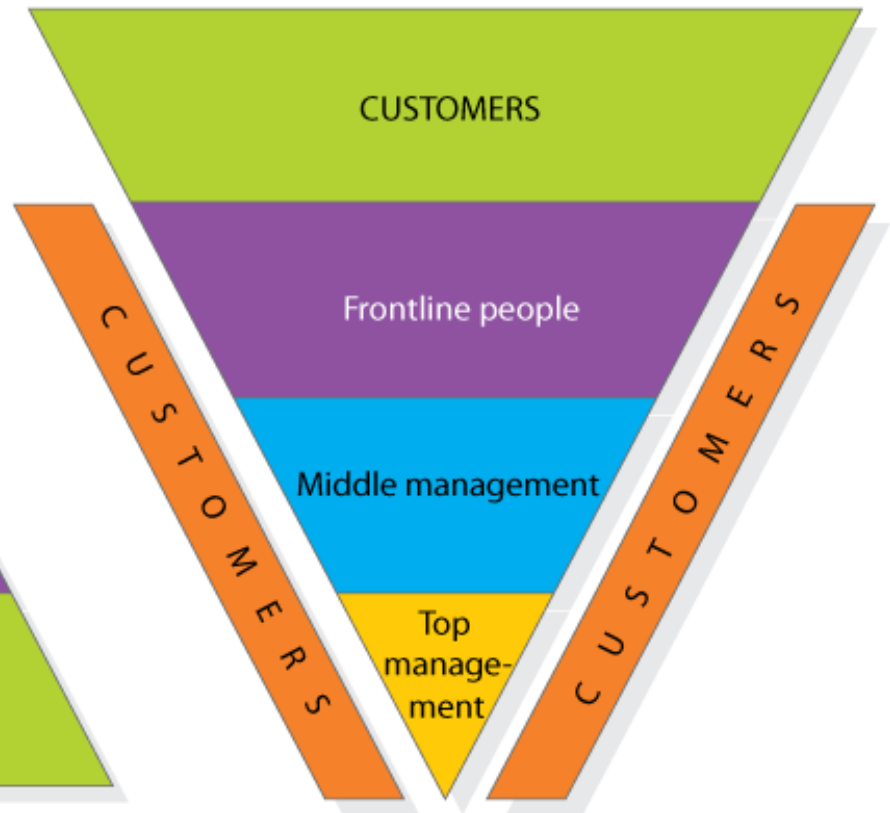


Traditional Organization vs. Customer-Oriented Organization

(a) Traditional Organization Chart



(b) Modern Customer-Oriented Organization Chart



1. Customer Perceived Value

Customer-perceived value (CPV) is the difference between the prospective customer's **evaluation of all the benefits and all the costs** of an offering and the perceived alternatives.

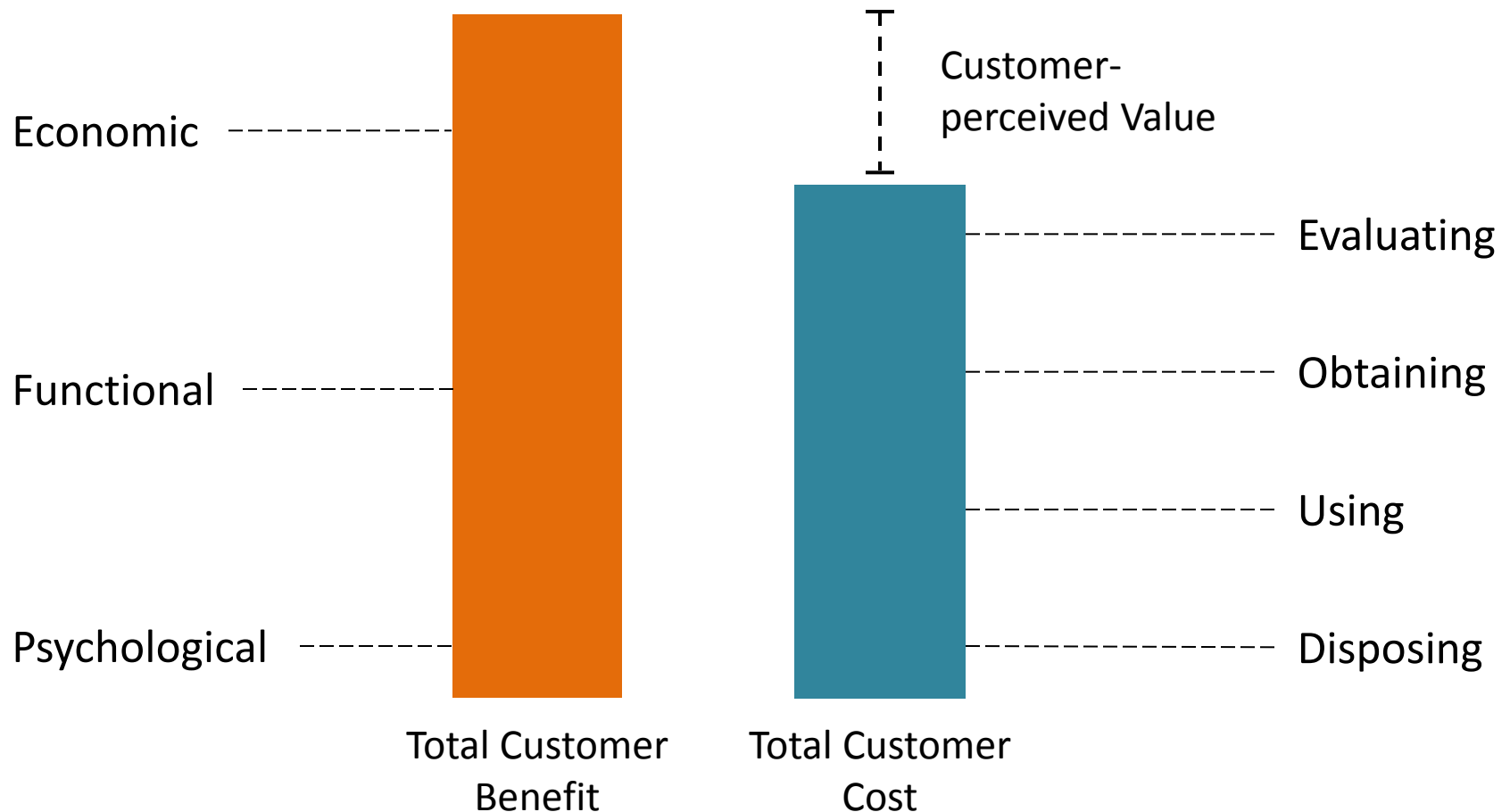
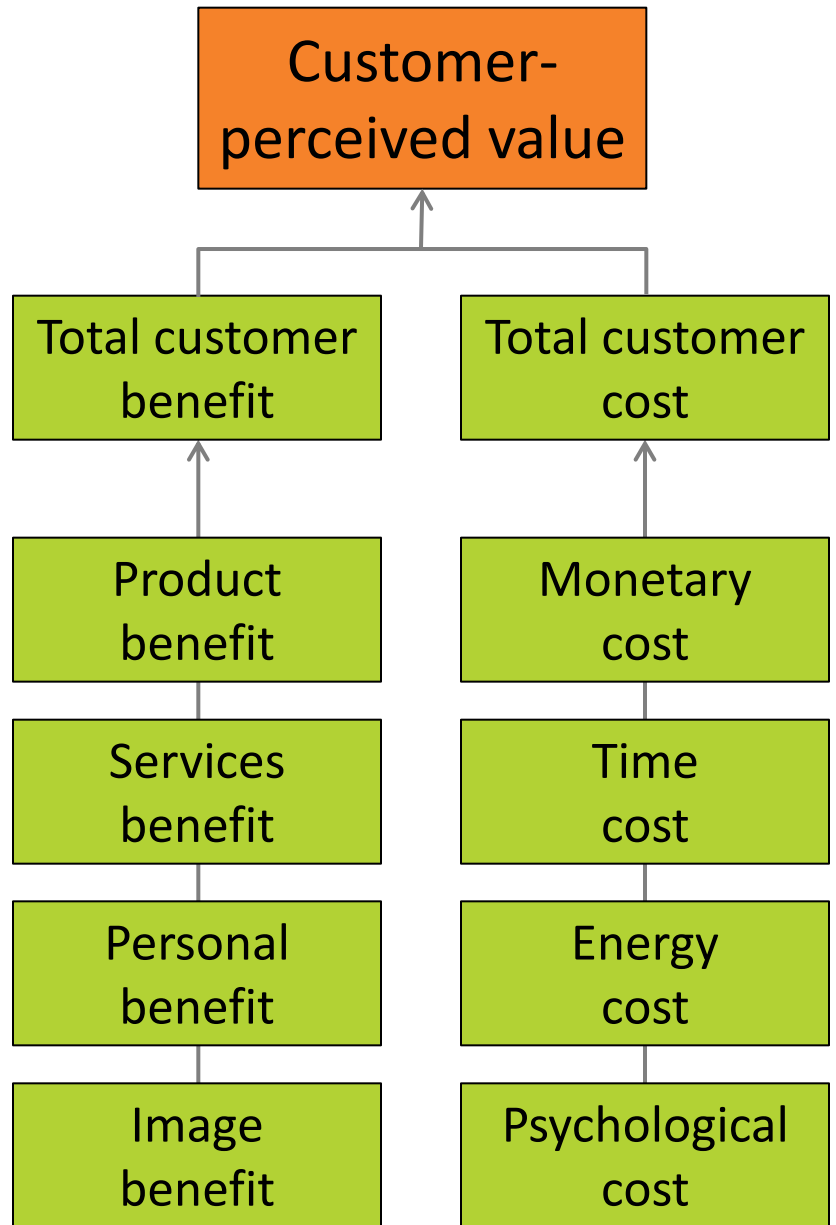


Figure 5.2

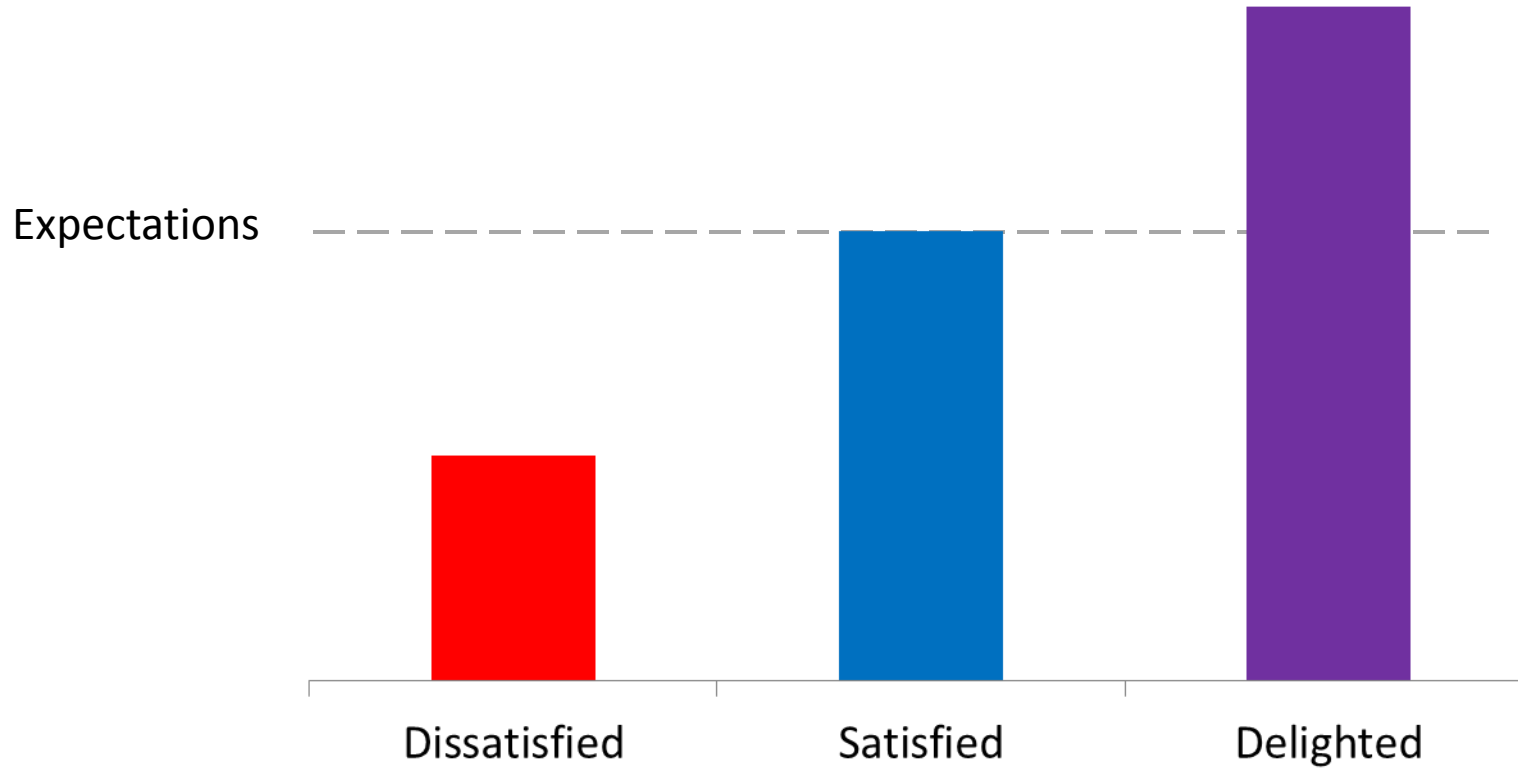
Determinants of Customer Perceived Value



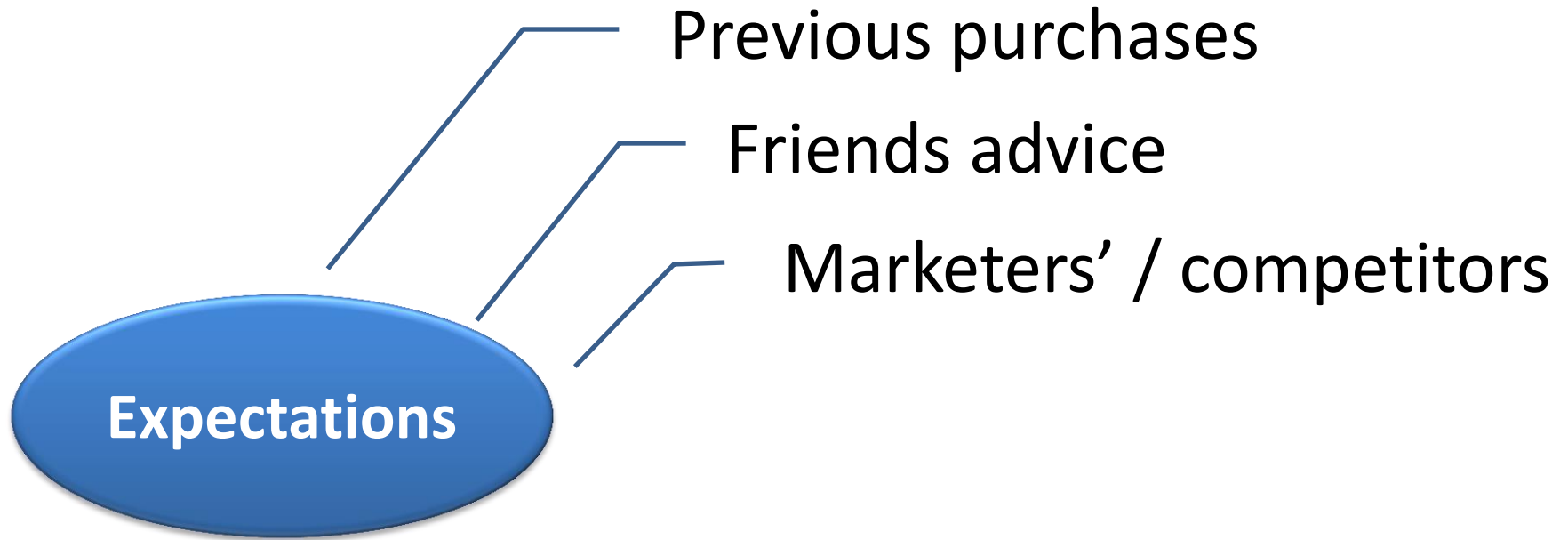
2. Satisfaction

A person's feelings of pleasure or disappointment that result from **comparing a product's perceived performance to (or outcome) to expectations.**

Customer Satisfaction



Customer Expectations

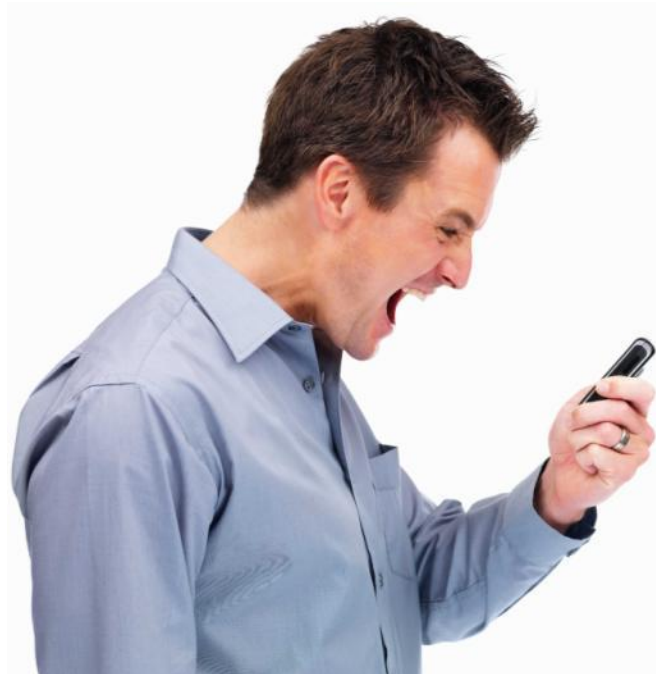


Monitoring Satisfaction

**Influence of
Customer Satisfaction**



**Measurement
Techniques**



**Customer
Complaints**

Measurement Techniques

Customer Loss Rate

Mystery Shopper

pose as potential buyers and report on strong and weak points experienced in buying the company's and competitors' products



[..\Video\Video mystery shopping by YOUR CUSTOMER'S EXPERIENCE \(1\).mp4](#)

Periodic Surveys



Influence of Customer Satisfaction

Customer satisfaction



Marketing
tool

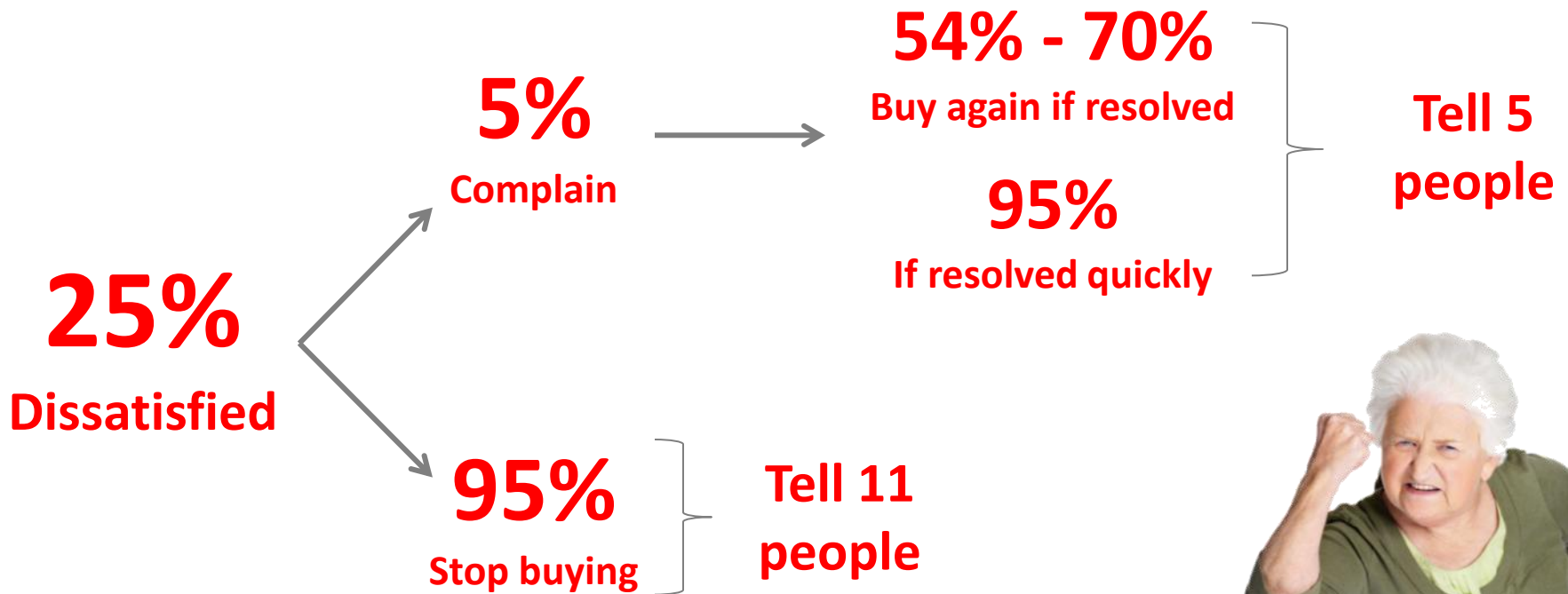
- stays loyal longer,
- buys more
- talks favorably to others
- pays less attention to competing brands
- less sensitive to price,
- offers product or service ideas to the company, and
- costs less to serve than new customers because transactions can become routine.

Speed of communication

the Internet provides a tool for consumers to quickly spread both good and bad word of mouth to the rest of the world



Customer Complaints



Product and Service Quality

Quality is the totality of **features** and characteristics of a product or service that bear on its **ability to satisfy needs**.

Quality



Satisfaction



Profitability



Maximizing Customer Lifetime Value



Customers

A Profitable Customer

A person, household, or company that over time yields a **revenue stream exceeding by an acceptable amount the company's cost stream** for attracting, selling, and serving that customer.

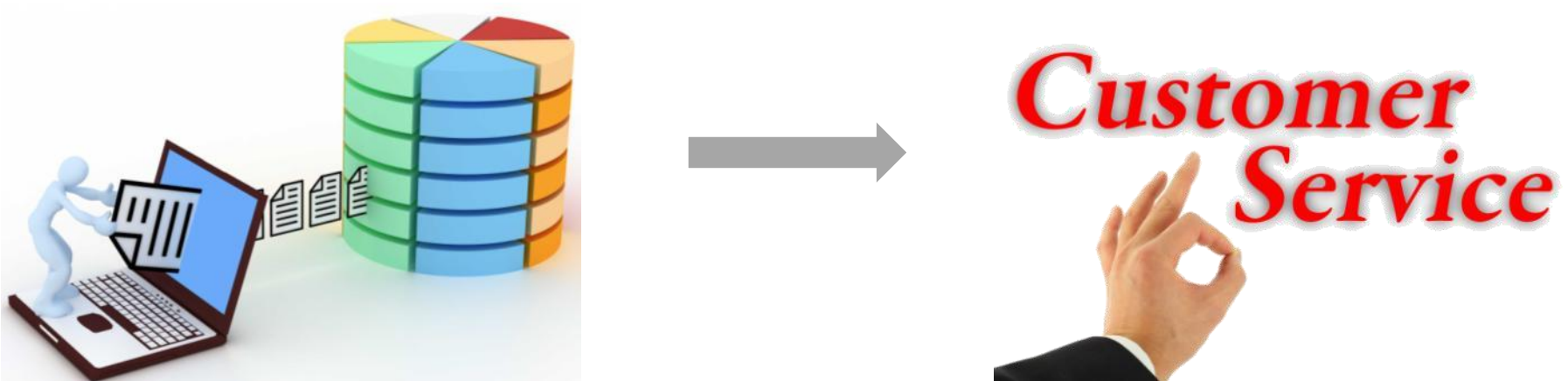
Customer Relationship Management (CRM)

Customer relationship management (CRM) is the process of carefully managing **detailed information** about individual customers and all customer **“touch points”** to maximize loyalty.

Personalizing Marketing

Customer Empowerment

Customer Reviews & Recommendations



Why is retaining existing customers so important?

Acquiring new customers costs

5x more

than retaining current customers



The average company loses

10%

Of its customers yearly

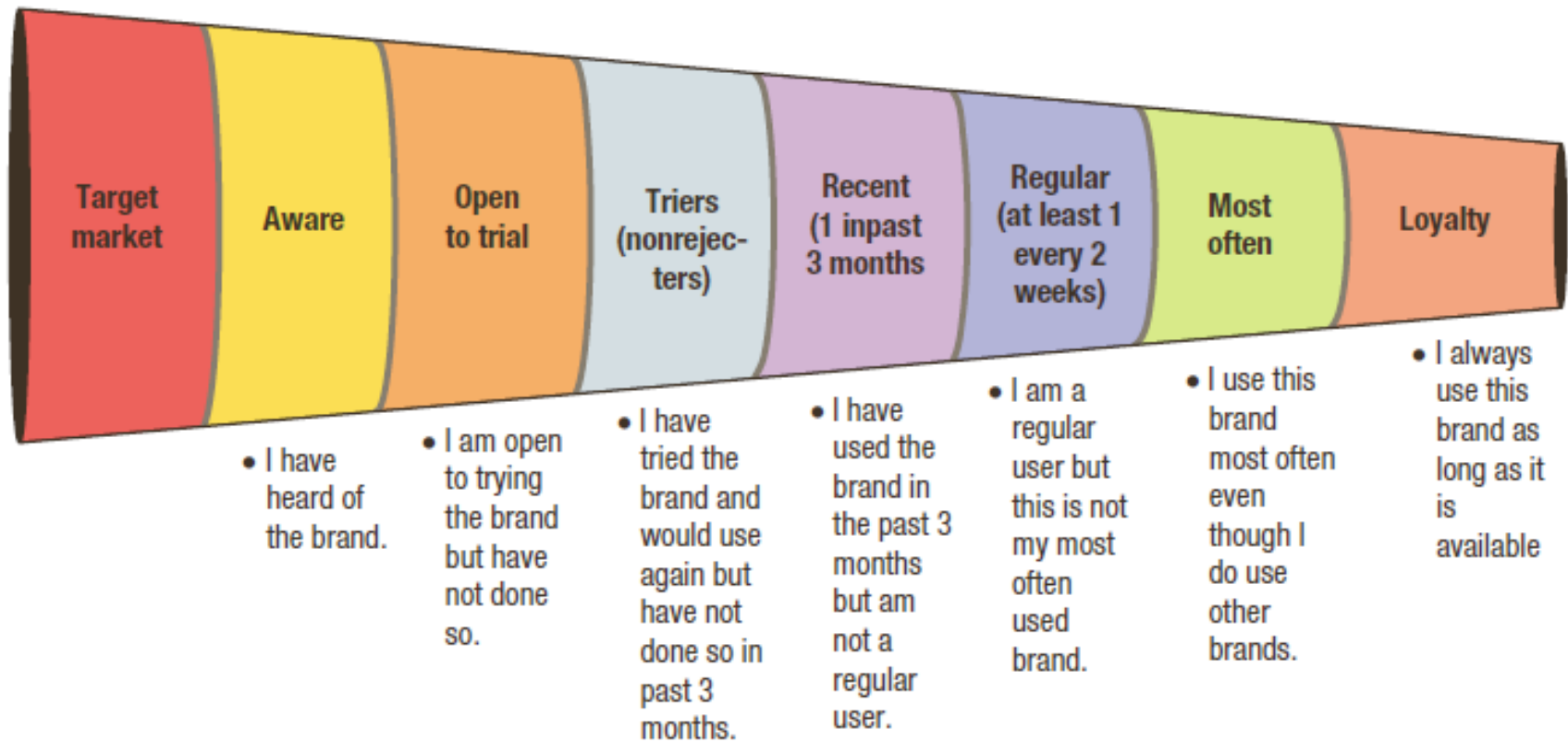
Reducing customer defections by 5% can
increase profits from

25% to 85%



Figure 5.4

The Marketing Funnel



Customer Loyalty

“A **deeply held commitment to rebuy** or repatronize a preferred product or service **in the future** despite situational influences and marketing efforts having the potential to cause switching behavior.”

-- Oliver

Building Loyalty

Interact with customers



Create institutional ties



Develop loyalty programs

Databases & Database Marketing

Customer databases

- Name, address, telephone #
- Purchase history
- Demographics
- Psychographics
- Mediagraphics



Data mining

Data Warehouses