



IBIK

Rantai Nilai Hubungan Pelanggan

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Agenda

01

Tujuan CRM

02

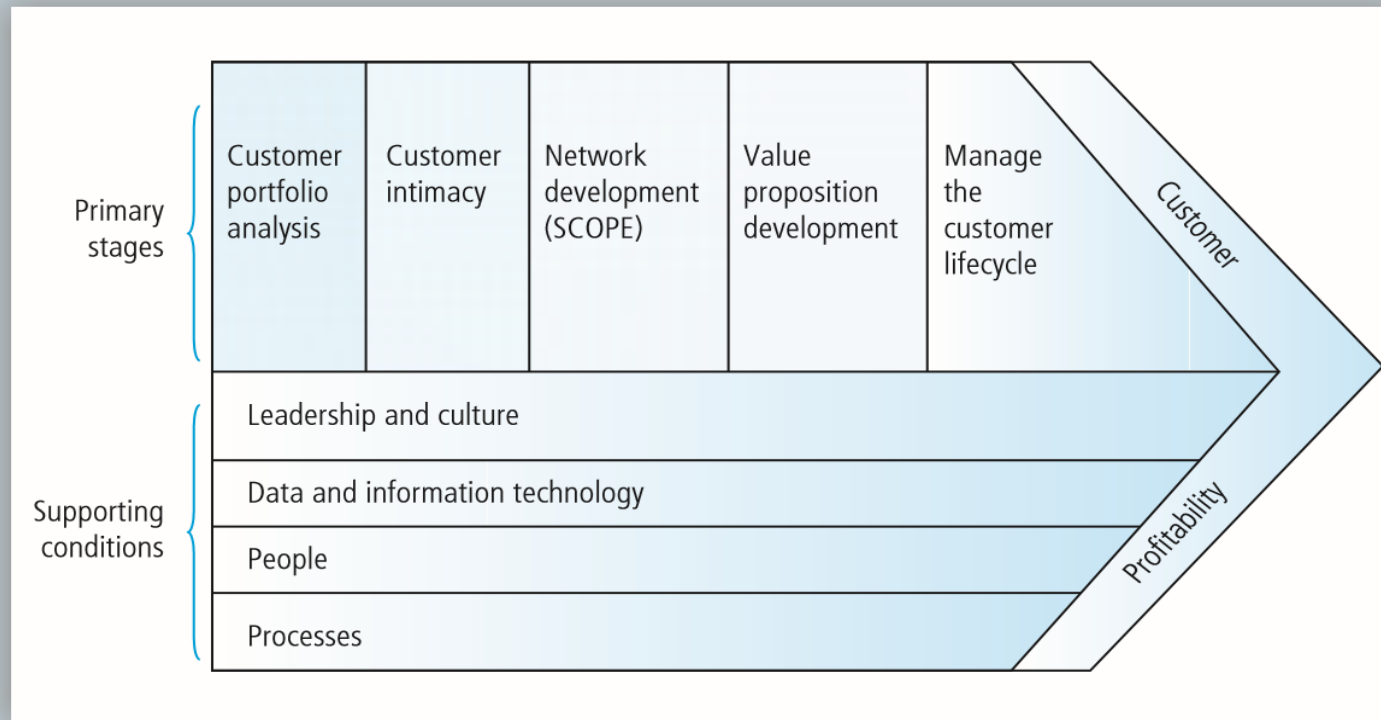
Tahapan Pendukung
Rantai Nilai CRM

03

Kondisi Utama Rantai
Nilai CRM



Rantai Nilai (Value Chain)



***) SCOPE=Supplier, Customer, Owner & investor, Partner, Employee**



Tujuan CRM

MANAJEMEN HUBUNGAN PELANGGAN (CRM)

Strategi bisnis inti yang mengintegrasikan proses dan fungsi **internal** serta jaringan **eksternal** untuk **menciptakan dan menyalurkan 'value'** bagi target konsumen; Berdasarkan data yang berhubungan dengan konsumen berkualitas (terhadap profit perusahaan) yang ditunjang oleh teknologi informasi.



5 primary stages

- ✓ Customer portfolio analysis
- ✓ Customer intimacy
- ✓ Network development
- ✓ Value proposition development
- ✓ Manage the customer lifecycle

4 supporting conditions

- ✓ Leadership and culture
- ✓ Data and IT
- ✓ People
- ✓ Processes

Hasil implementasi rantai nilai → profitabilitas pelanggan

- Menghapus biaya (*cost*) yang timbul dari hubungan.
- Meningkatkan pendapatan yang diperoleh dari hubungan (*increasing the revenue earned from the relationship*).

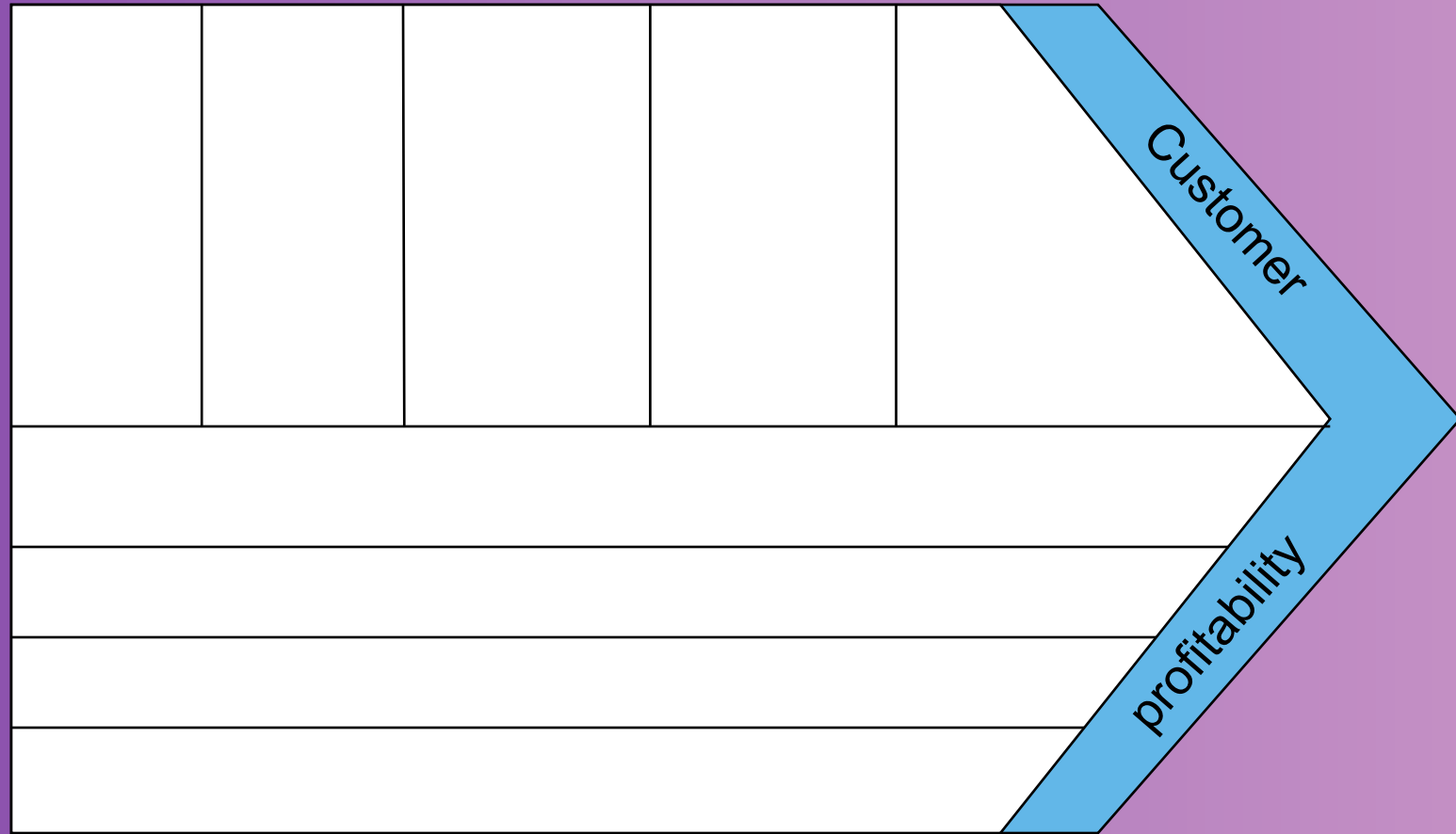


**Kondisi
Pendukung
Rantai Nilai
CRM**

CRM value chain I

Primary
stages

Supporting
conditions



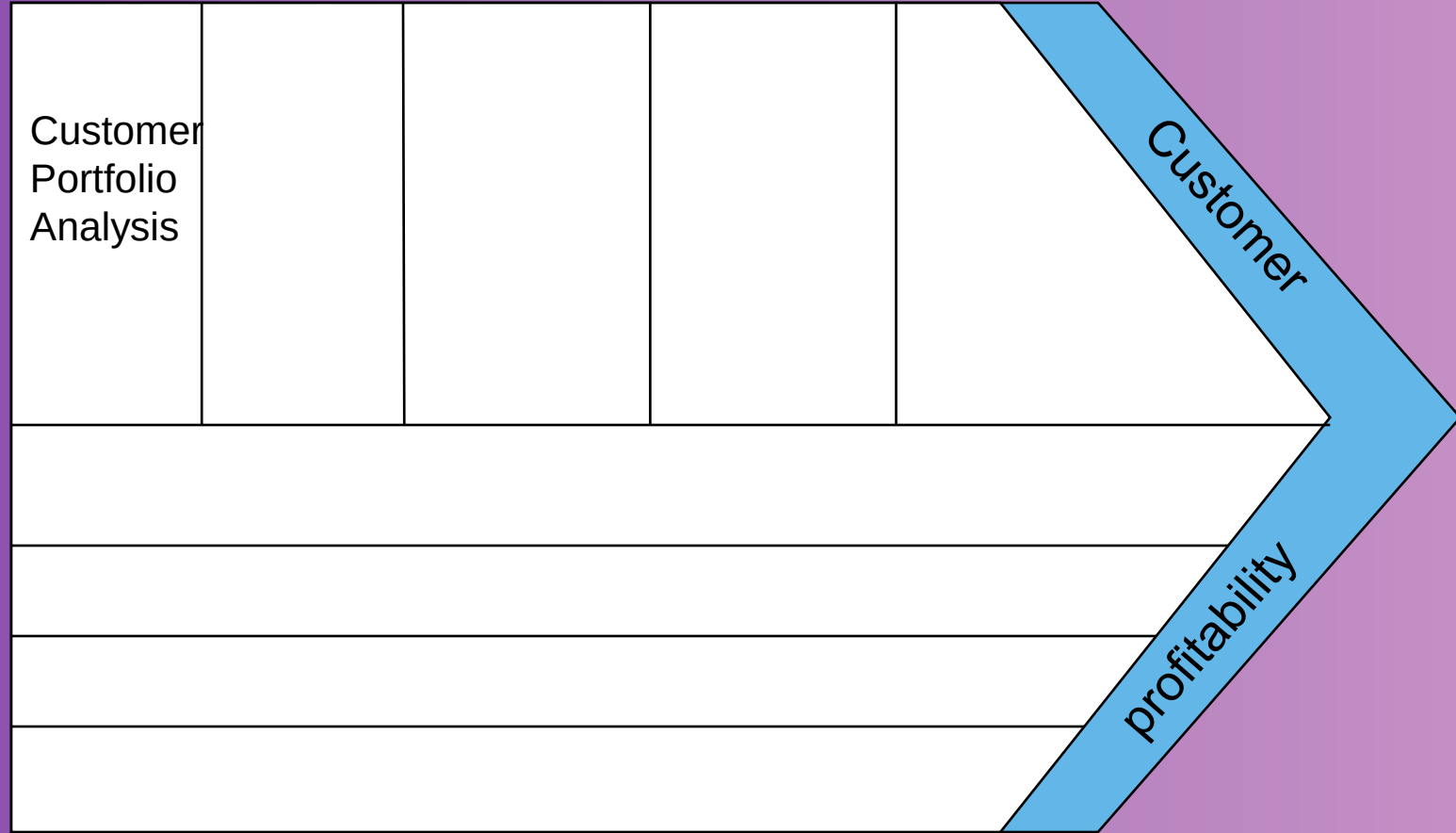
Primary
stages

Customer
Portfolio
Analysis

Supporting
conditions

Customer

profitability



Primary
stages

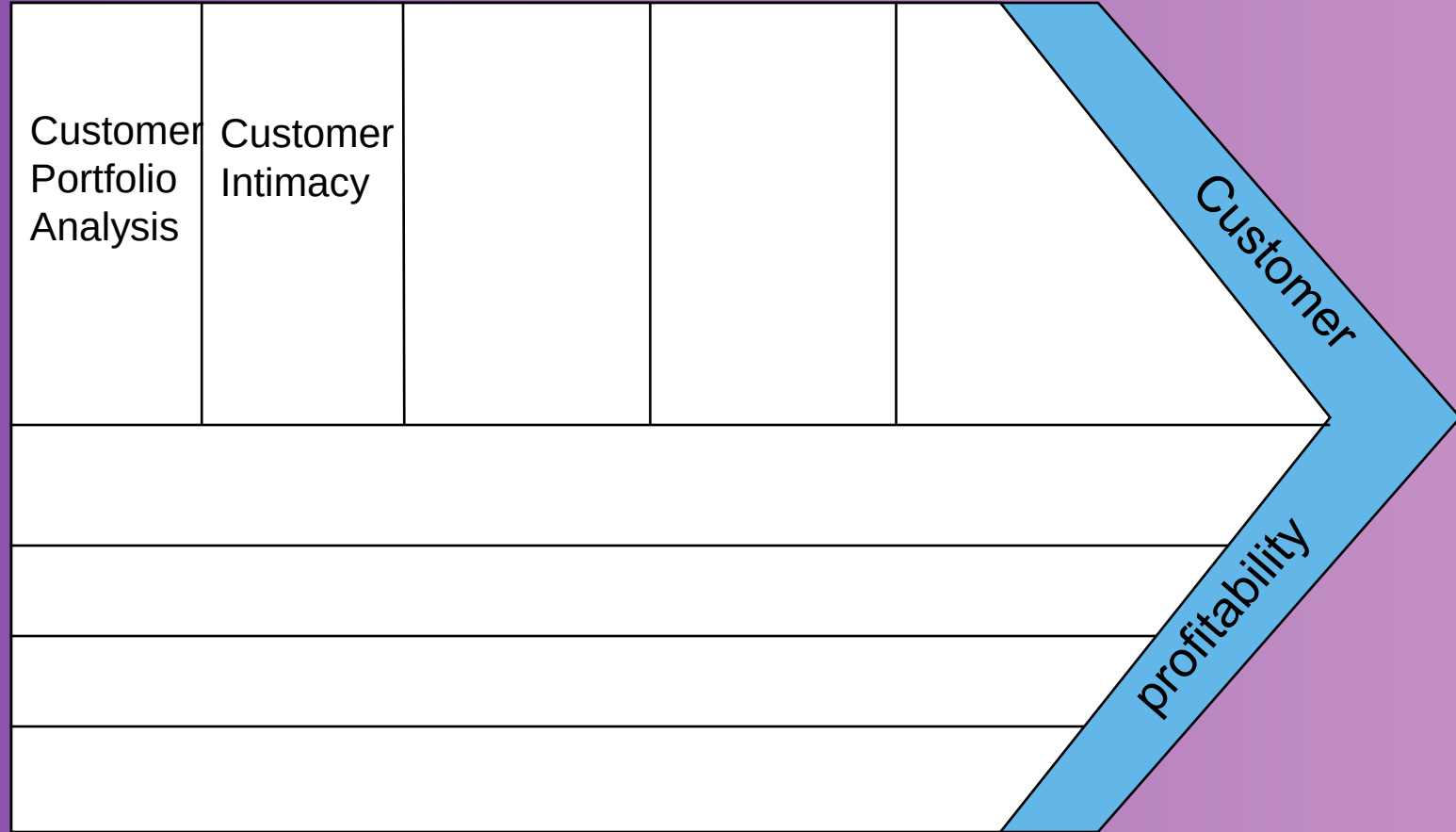
Customer
Portfolio
Analysis

Customer
Intimacy

Customer

Supporting
conditions

profitability



Primary
stages

Customer
Portfolio
Analysis

Customer
Intimacy

Network
Development
(SCOPE)

Customer

Supporting
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profitability

Primary
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Customer
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Network
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Value
Proposition
Development

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Leadership and culture

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Kondisi Pendukung Rantai Nilai CRM

Role of leadership in CRM strategy

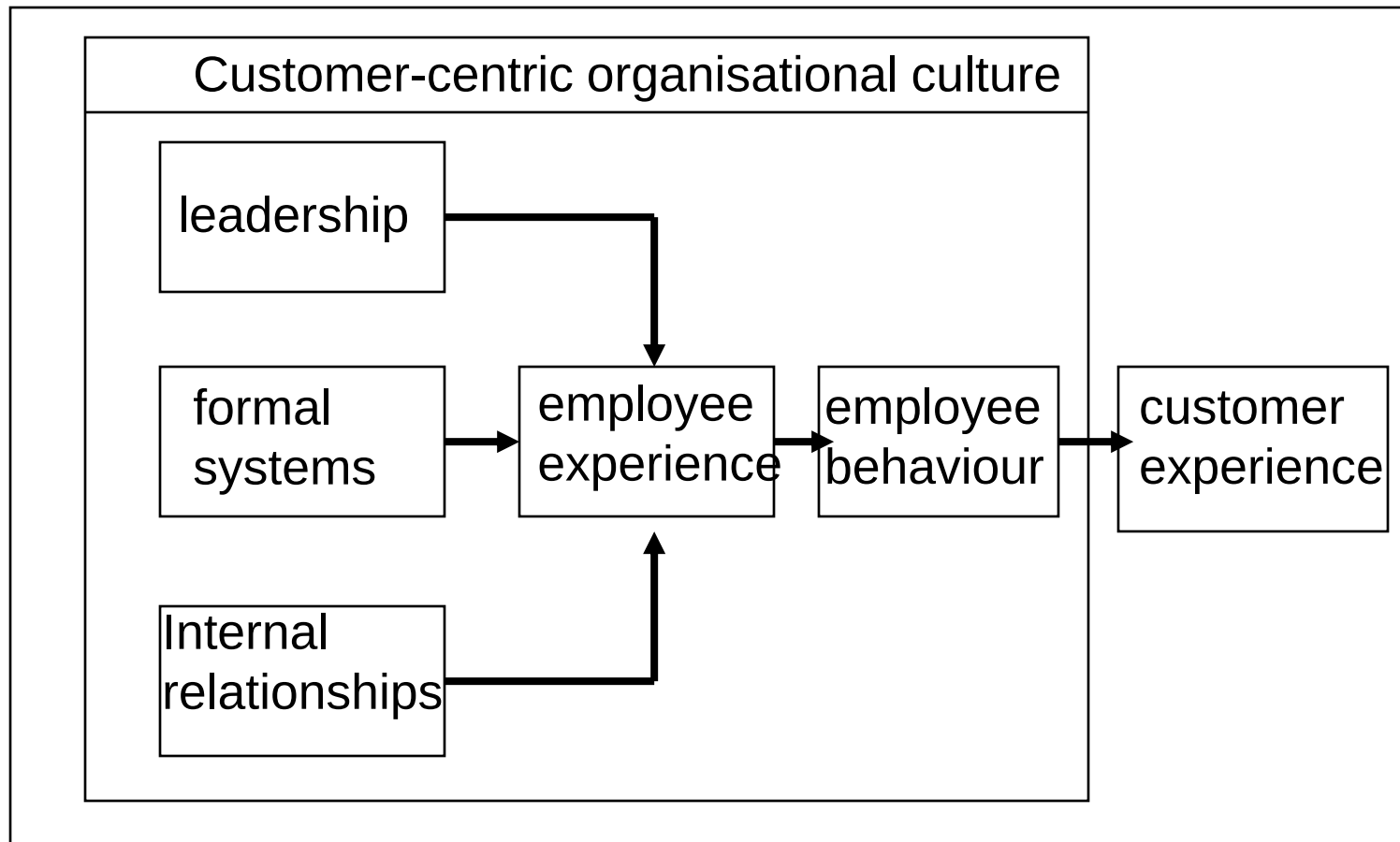
- Menetapkan tingkat implementasi CRM: strategis, operasional, atau analitis.
- Menyediakan akses ke sumber daya dan pendanaan.
- Memprioritaskan proyek CRM di antara proyek-proyek lain dalam organisasi.
- Memberikan pengawasan proyek.
- Meruntuhkan dinding silo untuk memastikan pembelian lintas fungsi.



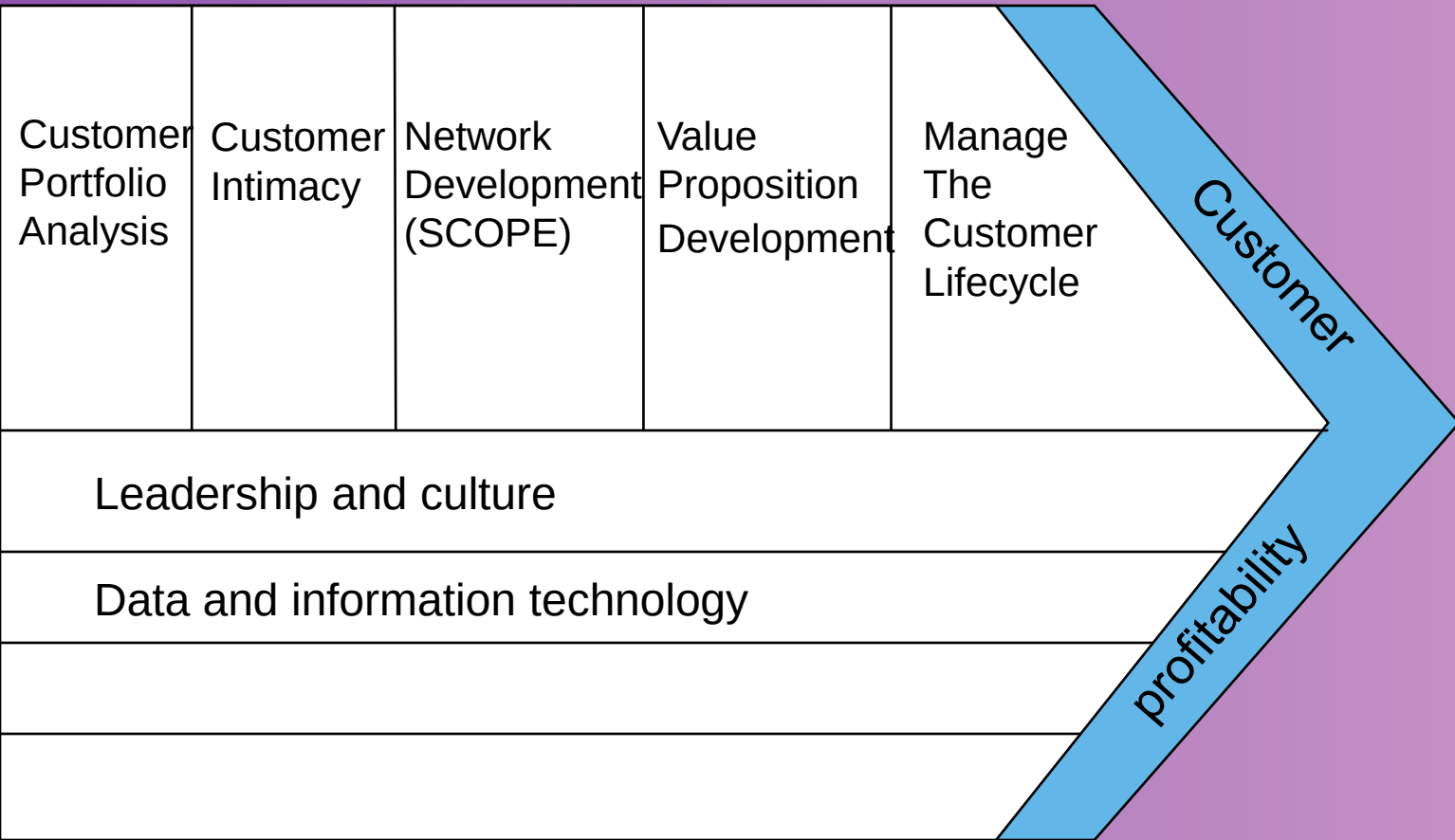
Kondisi Pendukung Rantai Nilai CRM

Features of a customer centric culture

- Mengidentifikasi pelanggan mana yang akan dilayani.
- Memahami kebutuhan pelanggan saat ini dan masa depan.
- Memperoleh dan berbagi pengetahuan pelanggan di seluruh perusahaan.
- Mengukur hasil pelanggan: satisfaction, retention, future buying intention, referral behaviours (word-of-mouth), share of wallet.
- Merancang produk dan layanan yang memenuhi kebutuhan pelanggan lebih baik dari pada pesaing.
- Memperoleh dan menyebarkan sumber daya (informasi, bahan, orang, teknologi) untuk menciptakan produk dan layanan yang memuaskan pelanggan.
- Mengembangkan strategi, proses dan struktur yang memungkinkan perusahaan untuk memenuhi kebutuhan pelanggan.



Primary
stages



Supporting
conditions



Kondisi Pendukung Rantai Nilai CRM

The role of data in CRM

- Data diperlukan untuk aplikasi:
 - Business operations
 - Order processing; Enquiry handling; Invoicing
 - Analysis
 - Customer portfolio analysis; Churn analysis
- Data digunakan di semua 5 tahap Rantai Nilai CRM.
- Data untuk CRM harus berkualitas tinggi.
 - Lebih tinggi untuk aplikasi CRM operasional dari pada aplikasi CRM analitis.

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Leadership and culture

Data and information technology

People

profitability



Kondisi Pendukung Rantai Nilai CRM

People are important for CRM success

- People develop the CRM strategy
- People select the IT solution(s)
- People implement the IT solution
- People need to coordinate with each other across functions to make CRM work
- People create and maintain the customer database
- People design the marketing, selling and service processes
- People may resist changing established work practices
- People contribute importantly to customer satisfaction and retention when they interact with customers

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Kondisi Pendukung Rantai Nilai CRM

Understanding business processes

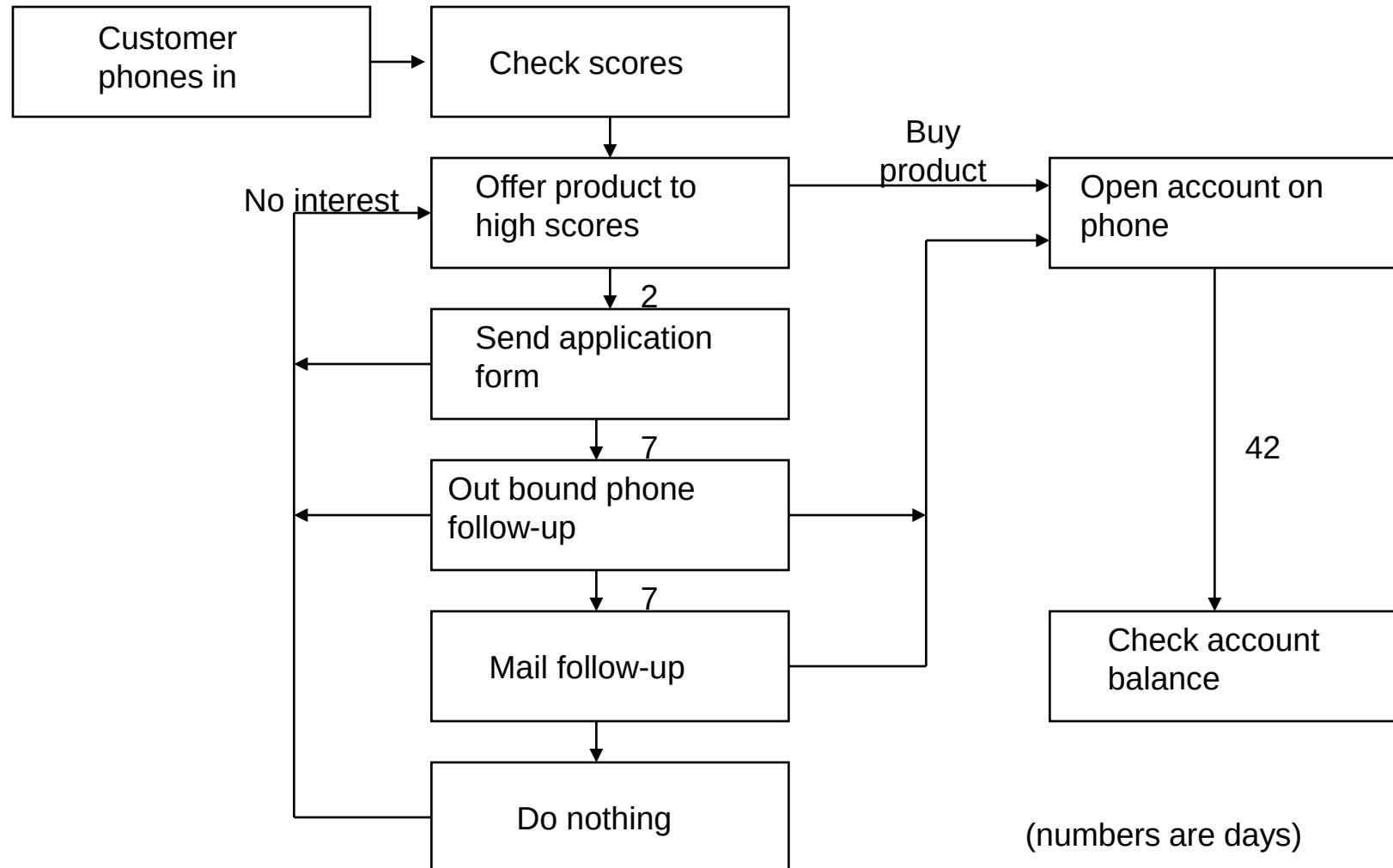
- Processes are 'how things are done'
- Processes can be classified as
 - Vertical and horizontal
 - Front-office and back-office
 - Primary and secondary
- CRM processes include all customer-facing (front-office) processes within sales, marketing and service functions



Kondisi Pendukung Rantai Nilai CRM

Typical analytical CRM processes

- customer profiling process
- opportunity management process
- campaign management process



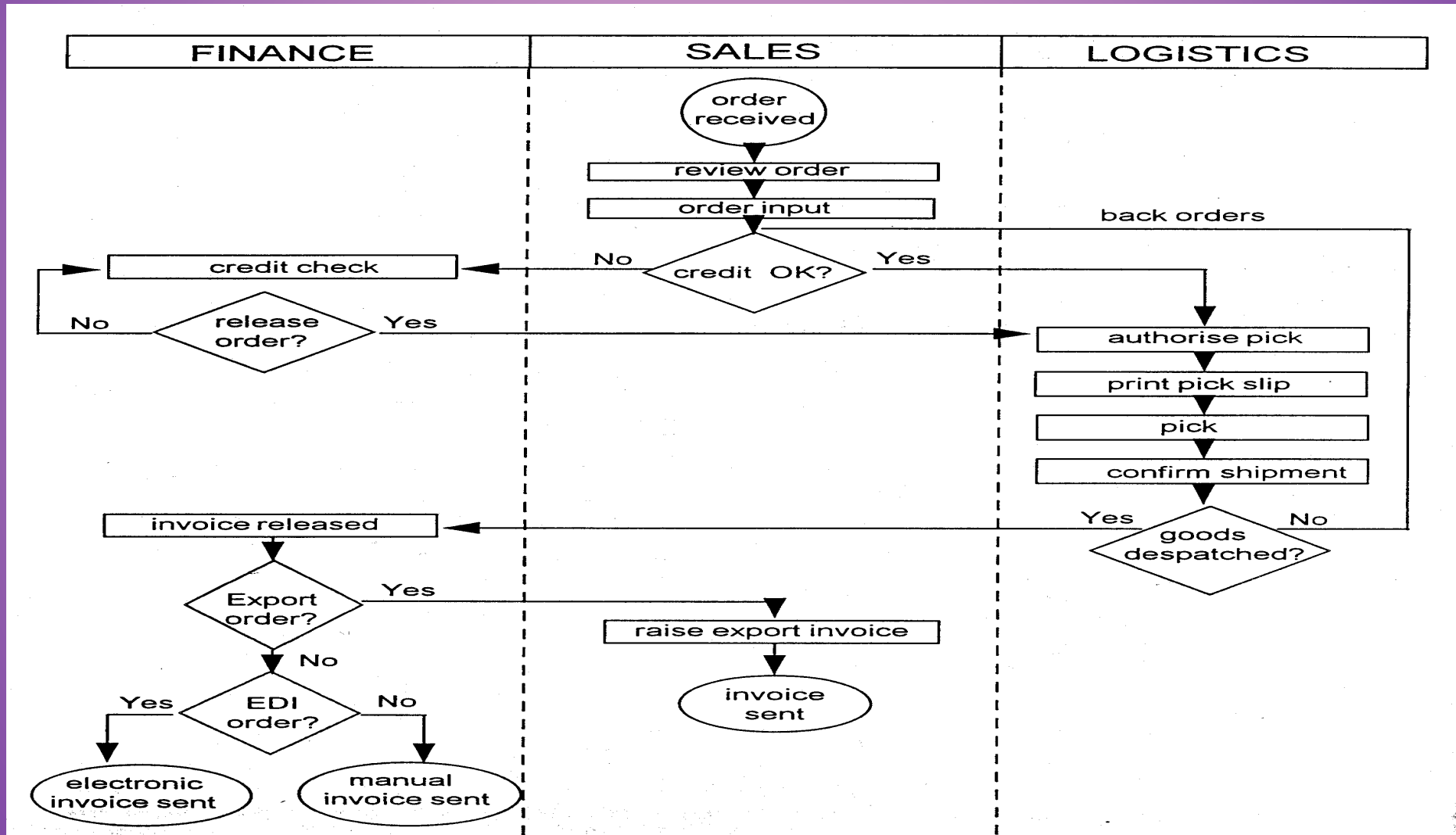
(numbers are days)



Kondisi Pendukung Rantai Nilai CRM

Questions about CRM processes

- What are the important processes from a CRM point of view?
- How is the present process designed?
- What does it contribute to the achievement of CRM objectives?
- What do its customers, internal and/or external, receive from and think about the process?
- What process performance measures are in place?
Cost, time, accuracy, satisfaction
- Can the process and its outcomes be improved?



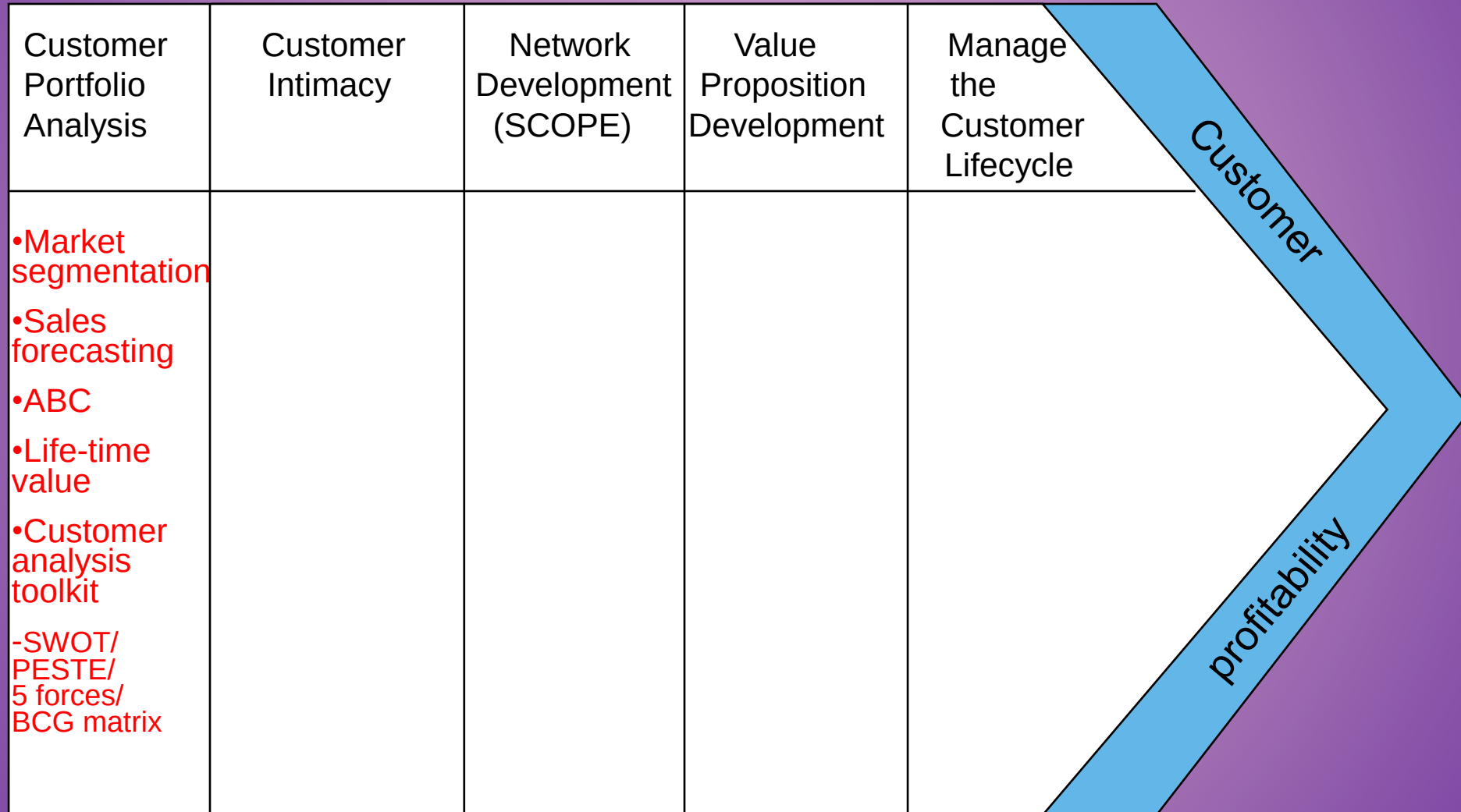
	Process rating
Best practice (superiority)	The process is substantially defect-free and contributes to CRM performance. Process is superior to comparable competitors and other benchmarks
Parity	A good process which largely contributes to CRM performance
Stability	An average process which meets expectations with no major problems but which has major opportunities for improvement
Recoverability	The process has identified weaknesses which are being addressed
Criticality	An ineffective and/or inefficient process in need of immediate remedial attention



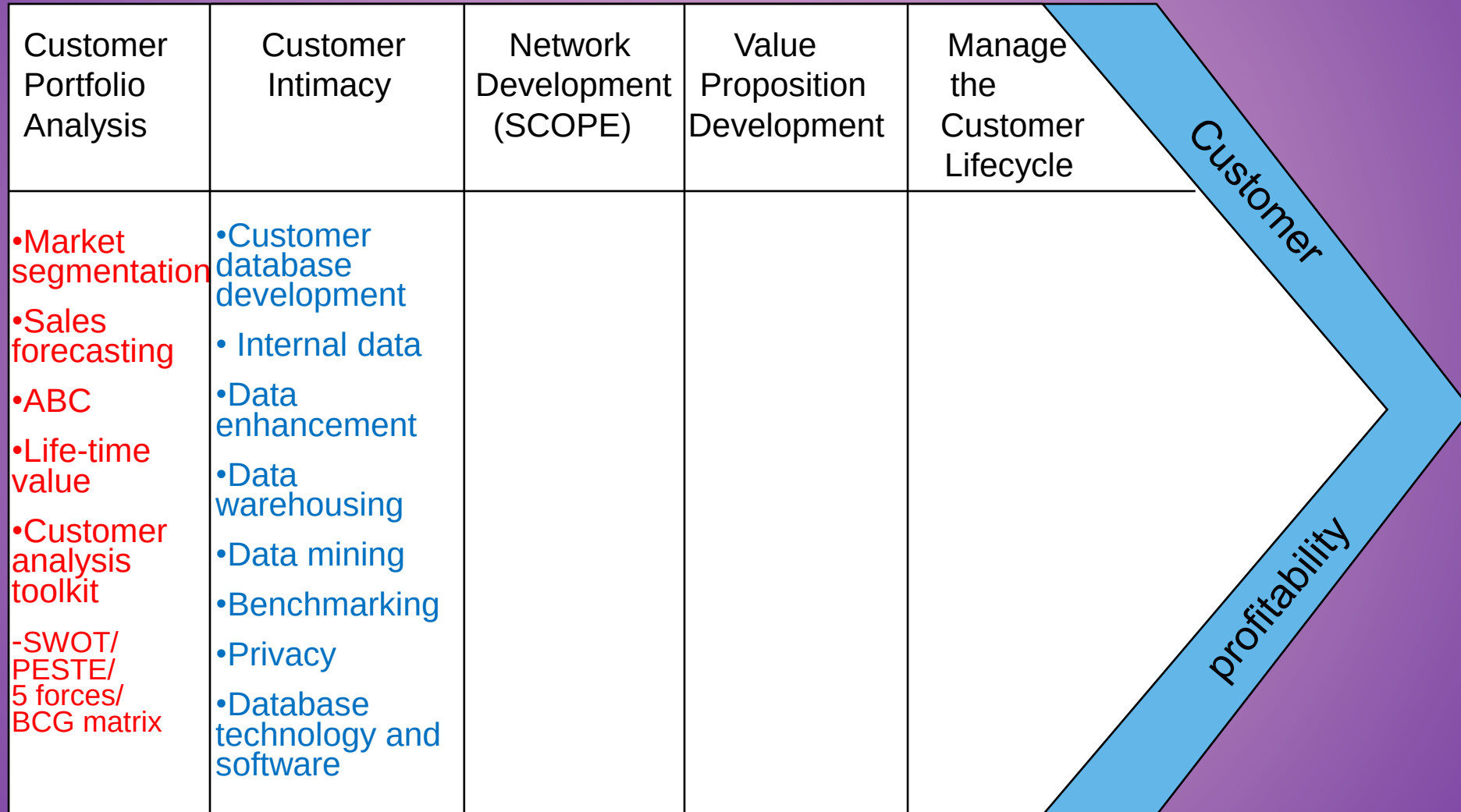
**Kondisi
Utama
Rantai Nilai
CRM**

CRM value chain II

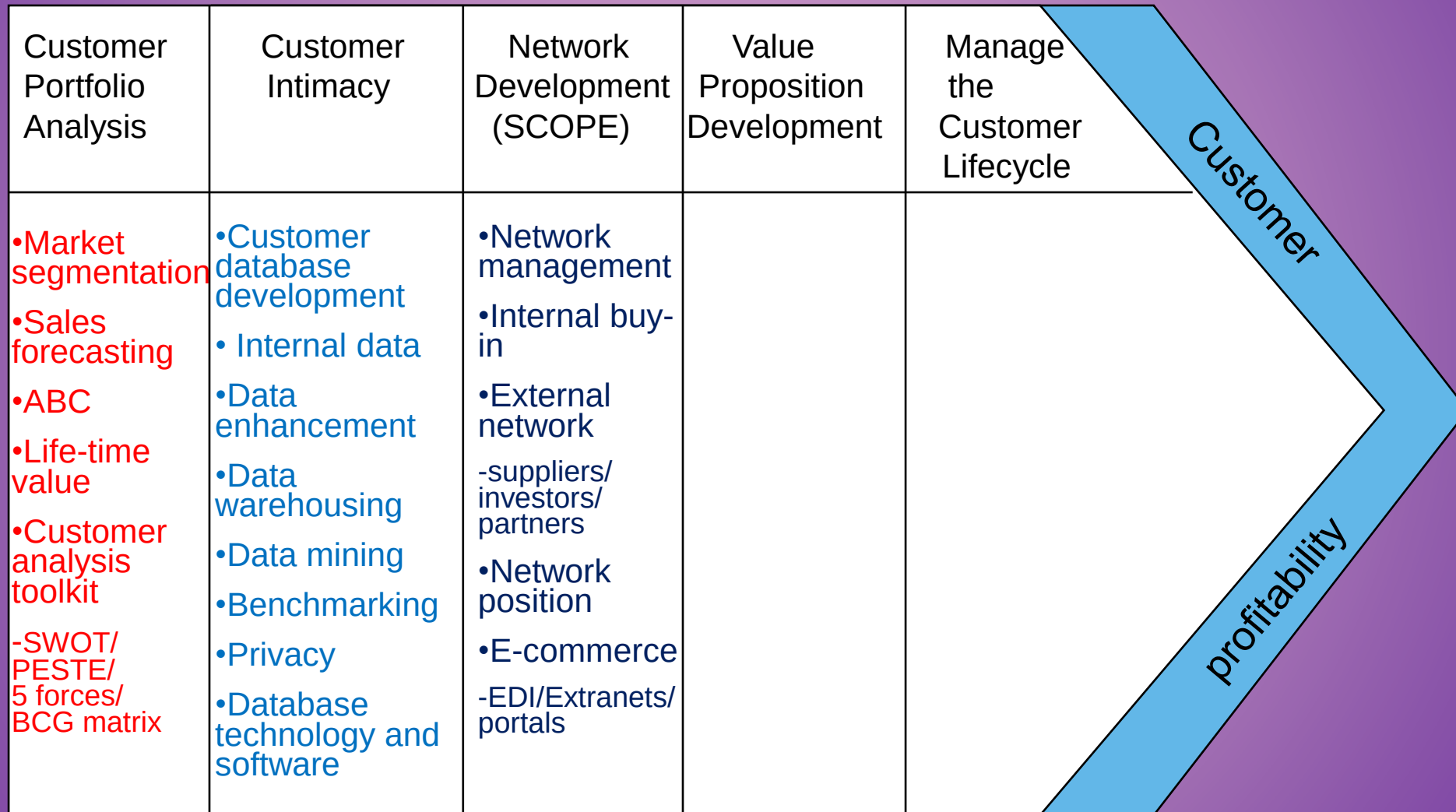
CRM value chain II



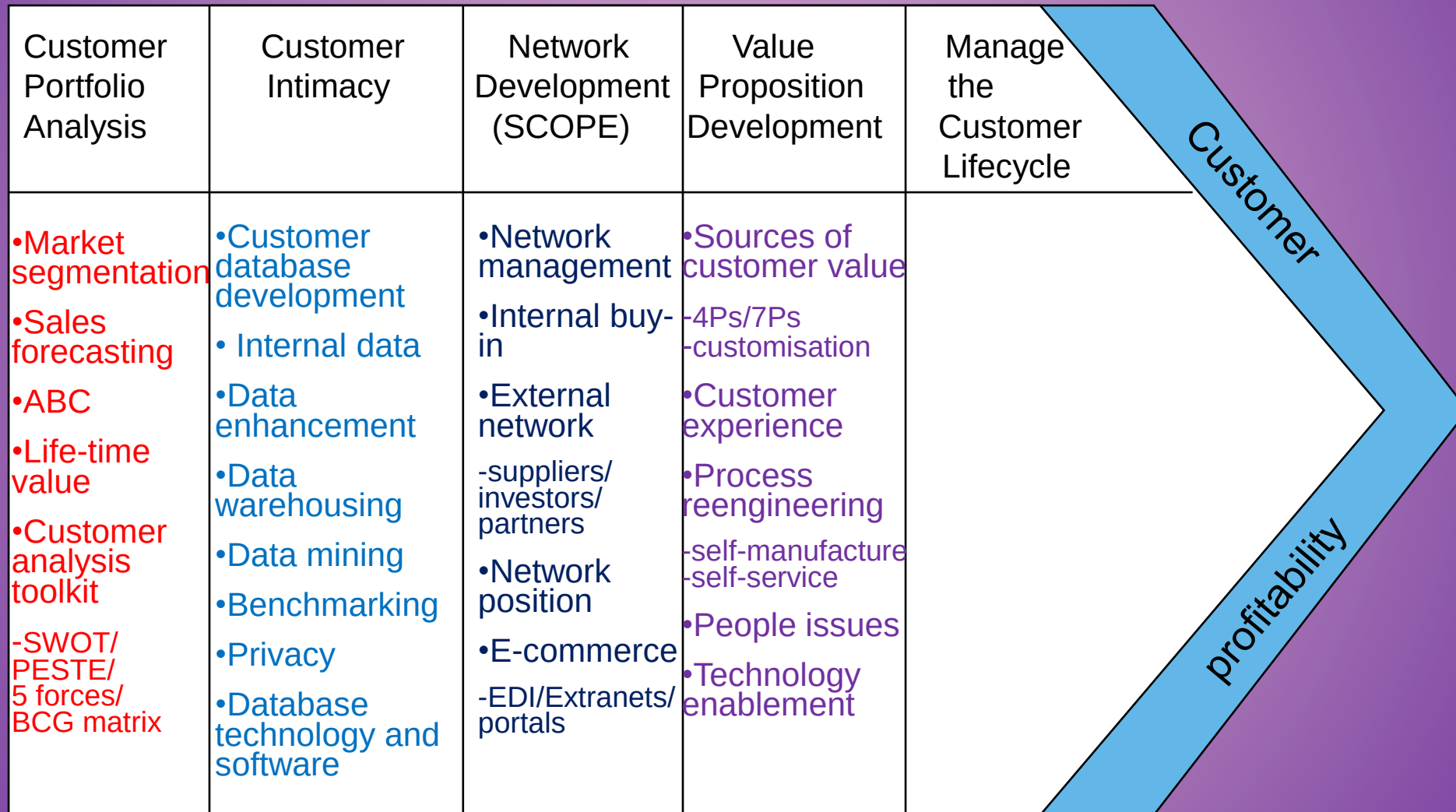
CRM value chain II



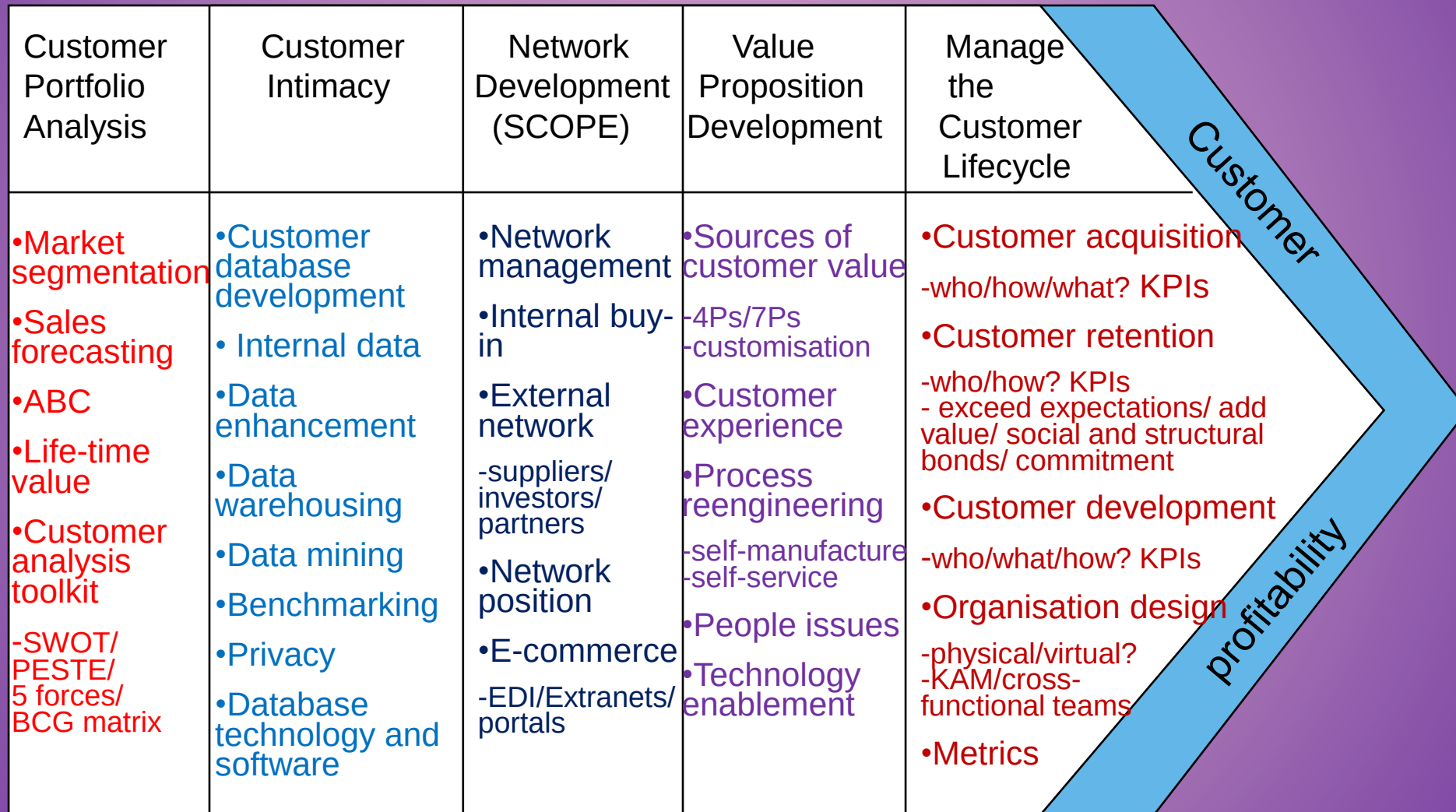
CRM value chain II



CRM value chain II



CRM value chain II





IBIK

TERIMA KASIH

Manajemen Hubungan Pelanggan