

# **Awaken passionate customer with innovated CRM**

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## **Abstract**

The twenty-first century is the learning century and Thailand to be ready for Thailand 4.0 with new model development that it is driven valued – based economy with innovation. The key to a successful economy is to create an enabling environment that is conducive to investment and business that will maintain growth well. A digital economy, customer is socially connected with others in web of communities. Undeniably, a customer is at best a sensitive person; a customer is a great resource of a company at the same times. Thus knowing how to understand and response your customers as much as possible is an outstanding competitive advantage. This paper clearly describes the districted roles between customers and consumers with 6Ws 1H question words for the right approaching. It depicted CRM is composed of acquisition, giving, and retention activities as samples are given. Purposefully establishing customer community in order to join the common interested group of people and responding their expectation well. Lastly, six best practices in CRM with innovation.



### **Purpose**

Its purpose is to build the sustainable relationship management with customers through 6 practical innovations.

### **State of the problem**

According to, the diversity of race, religious, and lifestyles are happening in society and intense business competition. It is quite less to predict and forecast in demand and customer desire. More recently, customer choices in purchased decision making have arisen from the fast growth of online channel, or even Omni channel. Irrefusingly, repeatedly purchasing behavior is underrated and few customers' subconscious mind tell themselves that existing brand is better solution than the new one.

### **Methodology/ Approach**

This paper was collected and analyzed from research study; publication, working experiences, and descriptive information were run to study the extent of all customer journeys with their purchasing through online channel and in store experiences. A large – scale survey customer of business works as the study setting.

### **Limitations**

A large diverse in culture and norms in the market leads to the different types of business and customers, therefore, it has no standardized equation or static strategy to work fit for all.

### **Value**

While several papers have been conducted on how is important of regularly customer caring, but this paper studied from many classical and success brands, are using incentives stimulus –response theory, marketing campaigns, or sales promotion to plus sales, so on.

The author also argues that innovation is an imperative wealth of intelligence source for competitive advantage in term of customer relationship strategy with technology.

**Keywords:** Customer relationship management, Customer analysis,  
Customer community, Creative innovation



## Introduction

In the past, an economy is relied on the information and knowledge based – society, later its concept is focused on the product or service development through innovation process instead, it led to creative economy. In the mid of 1990s, business climate was severely pressured continuously until many scholars, professors, or researchers in academic field deeply recognized how was important of the crucial competitive advantage and differentiation same as the “innovation” and “customer satisfaction” concept was being recognized as the asset of the organization (Frappaolo, 2006).

In 2000s, quality of life is the most well known notion for workplace. Enter in the 21<sup>st</sup> century; technology advancement changes people life style and quality of life better. It is called a digital economy, or internet economy, it conducts business through market based on World Wide Web technology. A digital economy will be the key determining factor in organizational success or failure. The most effective organization will be those which recognize how to make quality of customer life better with your product. Currently, SMEs is highly competitive. Especially, retailing sector needs to develop long lasting relationships with their customers. Hence, customer relationship management concept has influenced the degree to which entrepreneur is able to retain good relationship with customers.

One of the most challenging for manager in 21<sup>st</sup> century based on digital economic will be figuring out what the business ought to know for the customer expectation because the customer satisfaction is quite complicated to anticipate. Brand loyalty seems to be less and less in customer decision subconsciously. Therefore, the individual or personal customer approaching, it is so attractive today. Although many marketers have effort to response customer needs as much as possible, they are rarely to achieve in sustainable customer relationship strategy.

## Customer and consumer

The terms "consumer" and "customer" are often used interchangeably. Author has witnessed many businesses fail precisely because they fail to understand the distinction between “Consumer” and “Customer”, thus this paper would indicate how different role between customer and consumer is.

Customer is the one who purchase a product or service. Consumer is the one who actually use or consume a product or service; it means the customer may not be the actual consumer of product or service in some cases as table 1

**Table 1** Consumer vs. Customer

Consumer	Customer
<b>Loudon and Bitta, 1993</b>	
Generally refers to anyone engaging in any of the activities used in definition of consumer behavior.	Typically used to refer to someone who regularly purchase from a particular store or company.
<b>Jackson, 2005</b>	
The person who uses the product and service or may be affected by its purchase.	An individual or organization who buys a product or service.

*Source: Loudon and Bitta (1993), and Jackson (2005).*

Indeed, entrepreneur should understand who consumer is, who customer is and should be geared his marketing communication direct toward the right group, shortly, customers will buy product or service only if consumer demands product or service, therefore entrepreneur efforts should target the end user as opposed to the buyer.

## Customer checklist

The customer is the most valuable resource of the organization, and the customer fundamentally changes the dynamics of a marketplace. The customer is the source of everything, as well as a large influence on business performance. Therefore, one key to driving an outstanding seller is a sense of the fortuneteller, or a curiosity in customer trends; the seller must thoroughly understand who the valued consumer is and both his internal thoughts and external behavior. 6Ws 1H are the marketing tool to understand

“consumer” and “customer” in details as below;

**Who** is the “real or right” Customer? Research resulting from TARP (1979) indicates that 20% of good consumers will generate 80% of income, and 10 % of loyal consumers will generate 90% of income, while 80%-90% of customers are not main stakeholders of the business.

**What** is the right value of the product? Even businesses that produce products rarely innovate when it comes to process. Right products that suit the customer’s need, might unnecessarily differ from better or cheaper production. Contradictorily, the valued product can make their lives more comfortable, while customers can’t fill this need with other brands.

Indeed, many products are introduced to the customer at the wrong time—such as early bird Monday morning, on the way to office, or a parent who stopped back at home with a crying infant. Thus, the seller ought to be aware of the right time for the customer rather than focusing on other reasons, like low cost advertising,



logistics, or whatever marketing reasons. The biggest challenge of selling is effective time recognition; when the show must go on and how to go deeply into customer memory; first impressions are really essences. We all recognize that a warm welcome lies at the heart of selling.

**Where** is the right location for each business? Where is the right location for customer response? It is widely accepted that location is the crucial competitive **Why** do customers want to buy these products, and why don't they want to buy other brands? In most markets quality has never mattered more. Currently, the customer is passionate about quality as a personal value rather than massive value. The active seller should find the desired product or service through customer feedback from websites, messaging, complaints. They must regularly check feedback to ensure sustained relevance. Praiseworthy quality is the main of core value. It is a significant competitive advantage.

**Whom** have influenced toward each purchasing? Who is *"influencer?"* involved in buyer decision making? Influencer can divided into direct influencing and indirect influencing. Sometimes, purchased decision maker is occurred from these famous celebrities, word of mouth in social media, etc (indirect influencer) whiles purchasing' source is by themselves from existing experiences, etc.

**How** do customers consume these products? Perhaps a better mode of analysis is to observe consumer behavior including rate of usage and frequency of consumption. For example, Marks & Spencer created the "Shwopping" program. It combines the ideas of

advantage that it's quite difficult to imitate. A key to success is a place or the route where customers pass daily, including transportation, subway, elevated trains, etc. Usually, there are many theories mentioned about location selection; Triangle theory, Gravity theory, or Chinese belief of how to locate building theory (fortune theory). Basically, location surveyors have to study the possibility of buying, frequency of buying, and customer lifestyle.

shopping and swapping. (Kuehn and McIntire, 2014) In this program, customers can donate a piece of clothing they no longer want whenever they buy new clothes at the store. They will get a discount coupon for their purchase.

In the past decade, sellers have done various things to engage customers with high quality products, and mass production for low prices. Business traditionally thinks about competitive advantage in term of better products. However, today marketing is changed to flexibly respond to customer trends in globalization. Thus, product differentiation is quite difficult to achieve. Moreover, technology becomes obsolete quickly, and new approaches are appearing every day. Undeniably, currently almost all marketing activities are implemented based on consumer centric views instead.

## Customer relationship management (CRM)

Kumar and Ramani (2007) stated that a *"firm must produce superior products, sell smarter, and understand market as a whole but ability to successfully interest*

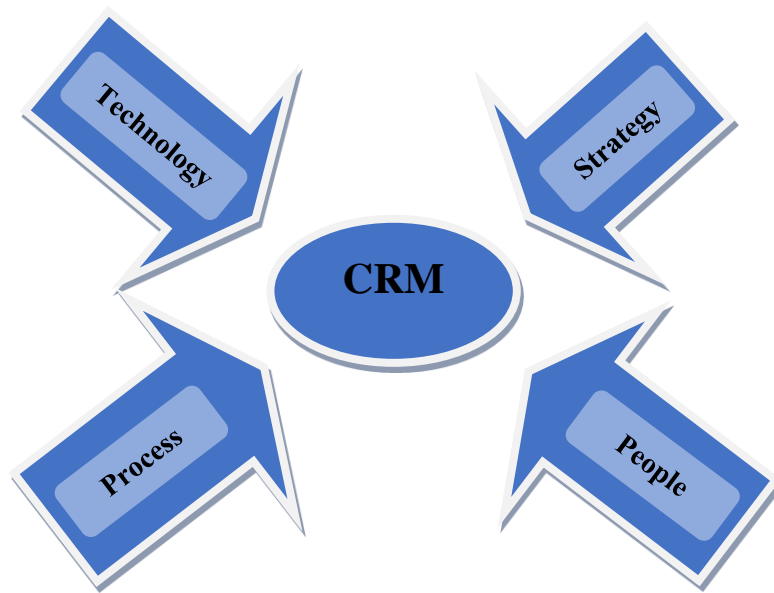
*with individual customers offers the most important source of competitive advantage.*". Messner (2005) viewed that CRM is a strategic and action-oriented view on the relationship between customer and company. CRM is a comprehensive approach for creating, maintaining and expanding customer relationships (Anderson & Kerr, 2002).

CRM is a process that addresses all aspects of identifying customers, creating customer knowledge, building customer relationships, and shaping customer perception of the organization and its products (Peelen, 2005). In summary, CRM is the long-term customer- seller relationship building, developing, and retaining. The seller must leverage customer insight, deliver a rich store experience, and thus the seller ought to inspire, focus, serve, and follow up post buying impressions—especially customer complaints as the easiest method of improvement.

The results of several research projects indicate that consumer complaint is very useful form of consumer –initiated market information. (Kasouf *et al.*, 1995) One of the benefits of customer complaints is that it gives dissatisfied consumers the chance to vent their dissatisfaction. (Kolodinsky and Aleong, 1990; Richins, 1980). Alicke *et al.* (1992) found that the most common reason for complaint was to vent negative emotions. Oliver (1987) also confirmed that complaint reduces dissonance caused by dissatisfaction.

Halstead and Page (1992) agreed in TARP (1979) that complaint induced dissonance reduction and positive relationship between complaint and repurchase intention, and also cited from research result about customer response that satisfied customer will tell other 3 more people. Dissatisfied customer will tell other 12-20 more people. 98% of dissatisfied customer wouldn't say a word, but give up buying. 65% of customer with negative experiences gives up buying. Seeking new customer cost higher than retaining existing customer 3 times. Furthermore, Blackmore (2016) suggested audiences that LED approach work for consumer complaint recovery as the following; listening (L) is the first step to tension release. It is the physical technique to let another party calm down. Empathy (E) is the next step to express your common feeling, to understand or care another party, and it is also share sympathy and compassion. Next, action (A) is the acting to do something or solve any problems, resolve undesired situations. Lastly, desire (D) is the last step to make any memorized about your brand with first or last impression with serial position effect.

In addition, successful CRM implementation requires the following four crucial elements: strategy, people, process, and technology. (Crosby and Johnson, 2001)



Source: adjust from Crosby and Johnson, 2001

**Figure 1** Four elements of CRM implementation

From figure 1 these four elements of successful CRM provides strategy, people, process, and technology to support this sustainable relationship. CRM strategy is the guide to response and retain customer that's work based on an understanding of customer insights and create value proposition for customer segment. This paper focuses on CRM strategy. Absolutely, strategy is one of the most important stimuli driven toward customer relationship management with talented people, flexible process, and effective technology.

Today most CRM programs and services depend more heavily on big data, technology, and management information system than in the past. These big data, clouding, various platforms and software applications what is known as **electronic CRM (e-CRM)**. (Gardner, 2107) It concerns all forms of

managing relationships with customers when using web – based technologies. It arises from the consolidation of traditional CRM with the e-business applications and covers the broad range of information integration technologies used to support a company's CRM strategy. (Prenhall, 2012) Moreover, **mobile CRM (m-CRM)** is a type of customer relationship management application designed to executed, operated, and accessed through mobile platform. M- CRM enables entrepreneur to manage his business transaction with customers through mobile applications on wireless mobile devices, etc. (Technopedia, 2017)

Both the effective E-CRM and M-CRM involves collecting customer profile, analyzing customer information, tracking transaction history, or optimizing customer's relationship through

customer analysis application, real time decision making application, personalized message application such as Coca Cola Germany used a technology platform to take customer service in high level which it called “*Salesforce App Cloud*” (Salesforce, 2017) as the core technology behind its sales and customer service efforts. It is a big toolbox can build applications for any department in the company, access customer information, generate work orders, and dispatch field service technicians in the service mobile app in real time 24 hours.

## Customer relationship management strategy (CRM strategy)

A new type of marketing is emerging at the customer center of business. CRM

focused on the centric - customer marketing that is very important key success factor, as not all customers on equally desirable (Ryals and Knox, 2011) and profitable (Thomas *et al.*, 2004). It encompasses the production process, distribution channel, logistic, and even service providing including long term relationship retention. Customer relationship management is an integral business strategy; a great deal of attention is concentrated on the desired individual base. To accelerate the retention of powerful long-term customer relationships, sellers have to unlock the mysteries of customer insights, the potential customer’s desires, the business direction, or the way to respond to customers.

Generally, customer relationship management strategy contains three phrases, namely; seeking, serving, and retention strategy.



*Source: adjust from Fisk, 2009*

**Figure 2** Customer relationship management strategies

**First**, seeking strategies that define the “*right*” customer, although this group of people is 10% or 20% only, they generate 80% -90% of overall income. Best practices in market segmentation suggest that the marketer should identify segments based on customer needs or

benefits sought, rate of usage, frequency of change, innovativeness, etc. There are many seeking practices for the potential customers of SMEs are





- Collect existing buying information, and understand the customer's detailed
- requirements including frequency of buying, rate of buying, quantity of each purchase, type of product selection, duration of decision making, period in buying, term of payment, service response satisfaction, or any feedback from customer.
- Analyze overall experiences, history of buying, the reasons for buying or not buying, and specific problem solving or any dissatisfy excuse. Sometimes, the best way to find out the root cause of a problem is to experience the product or service as a customer would.
- Track customer complaints and compliments in type and frequency.
- Observe in pre-buying, buying, and post-buying attitude.
- Study the possibility of new customers for business expansion.
- Evaluate trends of potential customers through marketing activity.
- Develop other strategies for buying behavior adjustment such as customer behavior changing from seldom or rarely buying, or even no buying to regular buying.
- Anticipate the specific target group for maximum value investments.

Least but not last, choosing the right customer is the first step in a winning strategy for CRM; make sure by putting yourself in the customer's shoes. It's obvious to think about utilized resources with the highest potential customer gains.

**Secondly**, serving strategy has been frequently mentioned. The seller should be able to prioritize the urgency, or crisis condition. Furthermore, there are many impressed serving practices of entrepreneurs as the following; clearly show the core value of product or service to the customer, stimulate different motivations with various groups of customers, create an exclusive experiences in the store (off line channel) or off the store (online channel), and provide the supreme high quality for an individual, the way business sector provides the extent of corporate social responsibility (CSR) sustainably, as sample given below:

- Facebook provides free platform for content sharing among people around the world.
- Air Asia provides airline service as "*anyone can fly*". (model innovation)
- Singapore airline creates soft smells starting from their first step onto the aircraft. Especially service from Singapore girls (service innovation)
- Banyan Tree serves everything as a customer experience and leaves space for customer imagination.
- Amazon is the biggest online book store based on customer driven listings. They also list other retail stores besides their own products.
- Starbucks is the third relaxing place beyond home and office.
- Disneyland built a wonder land by changing sandy soil to a castle in an orange garden in California
- New balance balances body and mind through running a shoe designed for your foot.



- Wal Mart made it possible for lower classes to buy the same kinds of products as higher classes.
- Oxfam expands the scope of “giving” for fulfilled people to donate stuff to minority groups of people appropriately.
- Evian mineral water uses the “Live Young” slogan to imply that they provide freshness.

To maintain serving approach, the seller must educate the customer in the function or emotional value. The powerful comparisons between trading their payment for the goods they receive in each purchase are whether it's worth their consumption or not.

**Thirdly**, retention strategy is a strategy for existing customer expansion and new customer maintenance. In addition, there are several marketing activities to retain regular customers, for instances; greeting manner to customer should take place at the right time when the customer is available rather than when the seller is feeling free. Transactions should take place at the right location for customer rather than a low rent location for the seller.

- Buy and sell the product under good circumstances for the customer.
- Ask for permission in product description, and do not interrupt them with digital marketing sounds, door knocking, or calling during meetings, etc
- Select subscribe or unsubscribe for information allowing through social media.
- Support customers for a better life, seller should not quickly close the sale.

- Talk based on an exchange of opinion or two way communication. The seller should not only discuss coupons or discounts.
- Keep long-term customer relationships goes with fundamental sincerity.

Companies acts like the best friend with loyal customers. Take a lesson from Harley-Davidson employees who spend time on the road with customers to develop the kind of intimacy for Harley's status as a best friend.

Moreover, CRM was perhaps excusable because there was no other easy way access to what was inside the consumer's head and heart. In summary, listening to what the customer wants rather than measuring what the seller wants to measure. Thus, the seller ought to apply technology, people, process, and strategy to fulfill the commitment of CRM at long last. To accelerate customer loyalty, as Pareto 80/20 rule: 80% of profitable business for 20% of regular customers. (Hoffman and Kashmeri, 2000; Ryals and Knor, 2001). This reason, sellers will actively develop precious customer insights, customer caring, and loyal customer cultivation, using classical concept “*personalization marketing*” was defined as the practice of one to one marketing through the mass customization (Dyche 2002; Hart, 1995), allowing customer to request his own needs for service or product development.

## Customer community

Community is the new segment. Kotler et al., (2017) cited that community is naturally formed by customers within the

boundaries that customers themselves defined. Customer community is the commonly interested group of people who have come to be joined to exchange or discuss any information, activities or shared experiences. To an extent, customer community consists of these elements: partnership with customers, co-operative groups, and supportive customers (Fisk, 2009).

A good partner should fill in a gap to complete the customer problem. The seller should provide solutions for a better quality of through his product or service. The seller ought to understand a customer's expectation and a customer's perception for fulfillment. Subsequently, the partnership with the customer is based on these principles:

- Focusing on a few customers rather than the mass market.
- Analyzing and integrating big data for customer insights.
- Getting in touch with customers through websites, social media, call centers, retail outlets, point of sales, flip retailing (catalogue), or direct sales, etc.
- Team building to take good care of customers in long term relationships.
- Understanding and establishing intimacy with the customer clearly.
- Developing disruptive marketing, innovative marketing strategy and customer relationship management planning.
- Training talented and skilled for service providing.
- Spending more time with customers in various techniques such as single channel, cross channel, multi channel and Omni channel in appropriately.

- Adding innovation in products, services, processes, business models, or paradigms.
- Always solving the customer's dilemmas promptly and accurately.

## Co-operative customer

Co-operative customer is the outcome of an achieved partnership with the customer. ***“Brand Image”*** is the mediator that joins a large group of people that share information, therefore, it is the crucial responsibility of the seller to build brand awareness, and brand loyalty such as Starbucks, Crocs, Gucci, Facebook, LINE, Apple, Harley-Davidson, Hermes, Louis Vuitton, Nike, La Mer and so on.

In fact, the hub of brand is its center of social trends. A great brand can connect a community quickly with networking through information diffusion; customer community has the power in terms of price negotiation, control the direction of brand. It highlights the role that brand plays in long relationship building and show whether a shift of brand takes place between the customer and their purchasing or not.

Typically, the characteristics of customer communities (CCC) have common interest and features are the priority reason for establishment. It can entice new customers and expand existing customers to take part; it is a flexible mode of interaction among common-mind people, and also post, shares value, content, or experiences via blog or group establishment. In addition, customer community develops CRM tool in reliability and trust among team members, and support their own culture, or norm in the local community.



In general, these community works the best based on the dynamics in arduous competition, or solved dramatically changed business climates; its outcome is short speed of product life cycle and fast growth technology. The seller ought to think conversely by viewing from the outside that is the source of customer insight revelation through approaching the customer regularly, listening to them carefully, thinks instead of them. Such a seller would like to appeal to customers passionate in business; the seller must be able to read the customer's minds; what they would like, or what they would not like. If the brand can be absorbed and adhere to customer memory, then this situation will lead to the spread through word of mouth in your business.

Absolutely, these loyal consumers will communicate with each other about common interests. This society is the potential customer or type "A" customer. It does not require further investment, on the other hand; they will generate extremely valuable ideas for your business indefinitely. Customer analysis perspective in general is the viewing of outside to inside. Growth in the future, and also is the real product designer as well.

## Supportive customer

Notwithstanding heterogeneous customer lifestyles, an entrepreneur should to maintain these differences. Heterogeneous components make up the variety of products or services on which responding with customer needs. An entrepreneur must ensure that the product or service solution is sufficiently diverse among customer satisfaction.

The primary reason to generate business is not only to earn maximum profit, but also to change the customer's life in a better way. Building supportive and loyal customer base is quite challenging and requires a strong relationship of loyal customers, especially emotional support. The seller occasionally needs to vent when customers are dealing with irritating products or services. Sometimes the seller also turns to an individual for support from a fresh perspective on each problem. Service from trusted sellers serves as an outstanding competitive advantage.

Loyalty customers are beneficial for a number of reasons that is loyalty customer will buy more, stay longer, and pay more even without discounts or if prices go up. Moreover, loyalty customer will spread a good opinion of the company through word of mouth and help you acquire new customers, as the results; operational cost is decreased, and quality of business development is increased continuously.

## Innovation with CRM

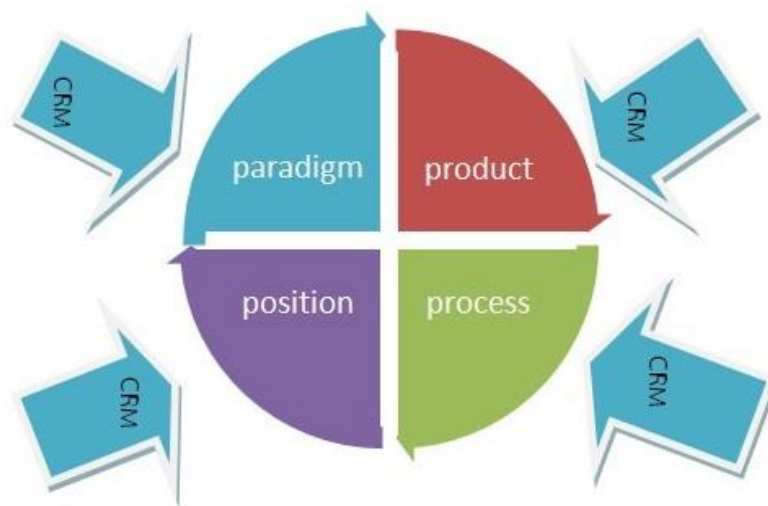
Disruptive marketing is moving from producing product to innovative product; emphasizing on promoting technology, creativity, and innovation in focused industries and from a production-based to a service-based economy. Traditionally, innovation serves as benchmarks of many organizations; innovation explores the breakthrough product or service and enhances customer experience. Tidd and Bessant (2010) stated that innovation can be classified into 4 dimensions (4Ps) as follows are given:

- **Product, and service innovation** changes product attributes or service

form such as software instead of windows vista, or Toyota Prius with hybrid technology that saves energy for the driver.

- **Process innovation** changes the operation or production process by improvement such as mobile banking or online financial services for convenience.

- **Position innovation** changes business position and also expands target market such as Dell computer emphasized on individual user.
- **Paradigm innovation** changes in business model for competitive advantage, for example Southwest airlines originated low cost airlines.



Source: adjust from Tidd and Bessant, 2010

**Figure 4** Type of innovation with CRM

From figure 4, any type of innovation has impacted the buying decision maker, influencer, or regular customer; innovation can stimulate and prompt responses to black box buyer. Significantly, it would be great to contribute the story of your business to the society and environmental innovation perspective.

Although it is a minor innovation in existing product or service, it can

enhance exclusive customer experience; it's the effect of motivation theory, for instance, Zero Coca-Cola renovated slim can package to tempt confident teenagers, the result in its market share is overwhelming. Irrefutably, innovation made customers' quality life simpler, it also reduces cost of operation and absolutely adds more value of products or services.



For more examples, Schmitt (2010) mentioned that Apple Computers returned to its innovation roots in late 1990s and in 2012 Apple Computers was the most admired organization of the world, Apple Computers tracked records in product innovation; it had a positive effect on customer loyalty, which relies on innovative products such as iPad, iPod, and iPhone, etc.

Moreover, at the beginning of Amazon.com, it was the small innovation that led to the great and smart online experience. Amazon.com is one of the first web sites to customize online experience. Amazon.com has gradually increased more features that provide visitors with information about products by comparing it with other brands. Bezos (2012), the founder of Amazon, stated that *“we’ve had three big ideas of Amazon that we have stuck with for 18 years, and they are successful; put the customer first invest, invent, and be patient.”*

Nevertheless, if any entrepreneur strived to have fun in some part of creative innovation through their business solution, whether product, process, paradigm or business position, they can easily become the real partner for customer eternally.

### **Practical innovation with CRM**

The expected implications of this paper is really important which is an entrepreneur has developed brand image in almost every moment including zero moment of truth (ZMOT) and purchased experiences with product –service category, store circumstances, service provider, and the social media in the digital economic prominence is eminently blooming.

These global mega trends are big data, advanced artificial intelligence, business intelligence, internet of things, virtual reality, robotics, energy saving, green marketing lead to disruptive marketing that it is changing consumer behavior and consumer lifestyle from a regular consumer to be a loyalty consumer with a special personalization or individualism and move forwards to be a partner finally with customization approach.

Fulfilled CRM strategy required working together in customer understanding and managing practical innovation will be achieved by an individual efforts with a high level of seeking strategy, serving strategy, and retaining strategy in right time with right media in right channel.

### **Six practical implications through CRM with innovation**

As entrepreneur is recognized in how to apply these concepts by expanding the new target groups and retain the existing regular retail consumers are the particular steps for implementation, especially in SMEs sector. As awareness, six practical implications through CRM with innovation are shown as below.

### **Six practical CRM with an effective innovated idea**

More cues for exploring this reciprocal effect from innovated practice to maintain the customer relationship management can be found with six practicing are these following;

**Initially**, Best contact: Interact between customer and seller within designated big data base with these *6 Ws 1 H* question words checklist through observed customer behavior to uncover new opportunities. **Second**, Consumer



foresight can answer how innovated ideas will be adapted in new product or service. **Third**, outside consultant, or learn in the market by thinking like designer in order to cope with dynamics change and useful improvement for creative solutions. **Fourth**, marketing communication via communicate in simple statement with accuracy and assurance. **Fifth**, Membership campaign aims to increase opportunity to repurchase and word of mouth for information diffusion. **Lastly**, implement the best and practical ideas with CRM Involvement: be ready for suggestion of new product, service, process, and model within customer community for fast growth business.

## Recommendations

In essence, an entrepreneur ought to applied innovation solution to satisfy individual customer, provide business valued until customer can perceive them in your business outstanding positioning, rather than the price they pay. Lastly, the same service features can be given to different customers in different performances much more achieved than effort to give the same practice to everyone in the same way. Successful business must rapidly manipulate its marketing strategies to tailor demand of personalization.

## Conclusion

The consumer is the person who engages in any activity of consumer behavior while the customer is the person who regularly purchases from a specific store or brand. Initially, customer analysis

answers these questions 6Ws 1H for targeted approaching. It matters a great deal what the context of customer relationship management is the propriety of customer satisfaction. The 4 components of CRM are people, process, technology, and strategy.

This paper focused on CRM strategy, its 3 components: seeking, serving, and retention strategies. Initially, seeking perspective based on segmentation in term of demographic, geographic psychographic, and socio-cultural, in order to find the “Right person”. Serving perspective renders the best solution for customer buying decision.

Lastly, retention perspective, its main obligation for taking good care of the customer, is including developing continuous seller-buyer relationship, which serves as “you are always my special guest”.

In general, customer community is a group of people commonly interested in something. It consists of 3 elements: a partnership with customer, co-operative customer and supportive customer. A partnership with customers oriented to the challenging task of placing together the entrepreneur and the customer at the right place and time. Also, to be co-operative with the customer, to exceed customer expectations, and to always try to encourage customers to come back, and to spread awareness by social network, and lastly, is oriented to the supportive customer through product, or service consumption, and make their lives better than others.

Finally, nearly all businesses fail to satisfy customers. They are not likely to stay in business very long, unless they are in a monopoly position or they are the



final choice in that industry. If you would like to let your business live life everlasting, you will enjoy learning in a creative manner through the best practical CRM with innovation; many

organizations can stand for a century. That's why many global brands try to addict customer minds from generation to generation prospectively.

***“Innovation has been plays important role side by side with CRM”***

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