Strategi Customer Relationship Manager (CRM) untuk mempertahankan loyalitas konsumen melalui pengelolaan database konsumen sebagai strategi pemasaran produk Pediasure, PT. Abbott Indonesia (Divisi Nutrition) = CRM Strategy to Maintain Customer Loyalty through Managing Consumer Database in order to Support Pediasure Marketing Strategy at PT. Abbott Indonesia

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Abstrak

Increased globalization and greater market transparency are making the issue of retaining customers more and more important in today's business environment Recent management trends are leading companies to focus their efforts on customer relationship management in order to achieve long-term business success. Customer Relationship Management is both an old and a new concept in the healthcare industry. Recent, change to this industry are driving company to move from product centric to customer-centric businesses. Many company need to develop new capability to sustain competitive advantage, which include formulating unique, direct relationship with the customer. By intergrating all business operation aspect, firm translated into strategy. Because today, customer are very important factor in companies management with their power to change their short and long term policies and strategies.

Market forces are pushing the healthcare industry such as Pediasure milk formula to change business processes, reduce administration cost and work efficiently in the accurate way. The CRM strategy is aimed to help healthcare organization to understand the needs and habits of its member and provide better services to them in a more time efficient manner. Through maintain the customer database company have, they can effectively integrating the operational, marketing, sales and.other function, and with the help from the CRM system to make it easier for everyone inside the organization to work together and share the information.

Customer database or information is the first step and foundation for any customer relationship management activity.

A case study with qualitative approach was employed to examine the issues in recent marketing strategy. There is a number of reason to study this issues, (1) Customer data or information are the foundation for implementing CRM. (2) Marketing strategy are constructed from the variety of customer database the company had, in order to fit in with the customer needs, wants and requirement. (3) The process implementing CRM strategy to gain customer loyalty is difference form one to another. This study is focuses on the process CRM strategy to resist customer loyalty through customer database as marketing strategy. Based on those approaches, emphasis is put on how to maintain the customer database, structuring marketing strategy and process CRM to gain customer loyalty.

Based on the result of the study, it may be concluded that, (I) The process from strategy CRM into customer loyalty connected all factors , lost only one will lead to failure. As an outline, process consist from customer

data turning into knowledge and will match it with marketing strategy implemented. (2) Customer database is a factor that lead to successful of implementing CRM Through data processing firm will get knowledge about their target and segmenting customer to optirnalized their strategy and resources they have. (3) Transformation from customer database into smart action could be valued for competitive advantage, in this case marketing strategy structured from customer database.

Based on the above conclusion, the following recommendation might be taken into consideration: (1) Integration between factors perhaps represent the best way to maximize resources they have but as firm to consider to prevent from over lapping factor that occurred, firm needs accuracy in technology and technique.But for consideration success not only lead only by technology, it rather by mind set lead it. (2) Although customer database customer are the foundation for CRM implementation, but only qualified data are needed to avoid data that will blured, infocused for firm or company to identified their customer. (3) Transformation data into marketing strategy flow inline with the first goal firm implemented these strategy.