

Manajemen Hubungan Pelanggan Melalui Manajemen Pengetahuan Dalam Meningkatkan Loyalitas Pelanggan

Maya Ariyanti

In several industrial sectors, Indonesia faces fierce competitive situation. To be surviving, the firm must have a strategy that can make customers loyal. Customer will be loyal to the firm if the firm can satisfy their needs and wants. One of the firm strategies to win the competition is customer relationship management (CRM). The CRM can be done by developing customer insight, use of the technology, customer contact, personalizing customer interaction, achieving superior customer experience.

CRM can be running well if the firm has data, information and knowledge. Knowledge about customer does not always in explicit knowledge form but also in tacit knowledge. The firm must be managing knowledge especially about customer. When the firm has good knowledge about her customers, she can fulfill their needs and wants. If the customers are satisfied, they will be loyal to the firm.