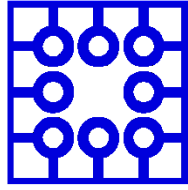


MUNI
FI

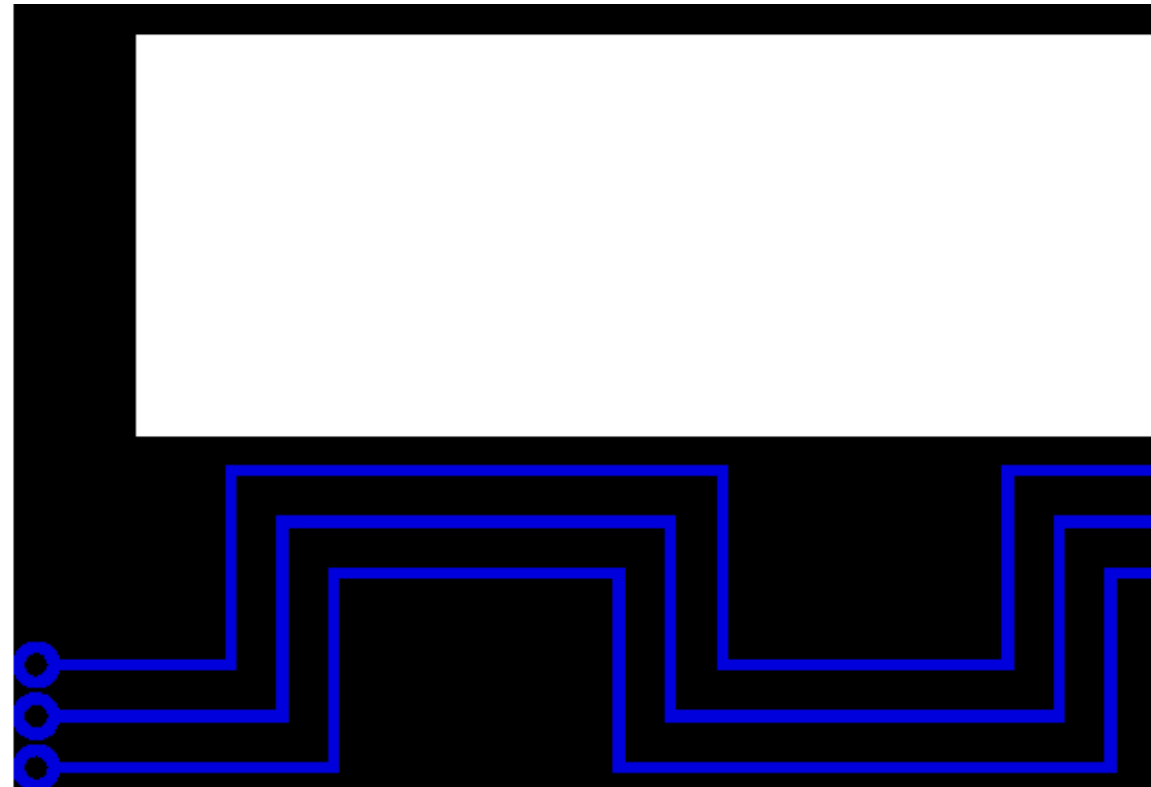


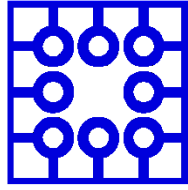
Laboratory
of Service
Systems

Relationship marketing

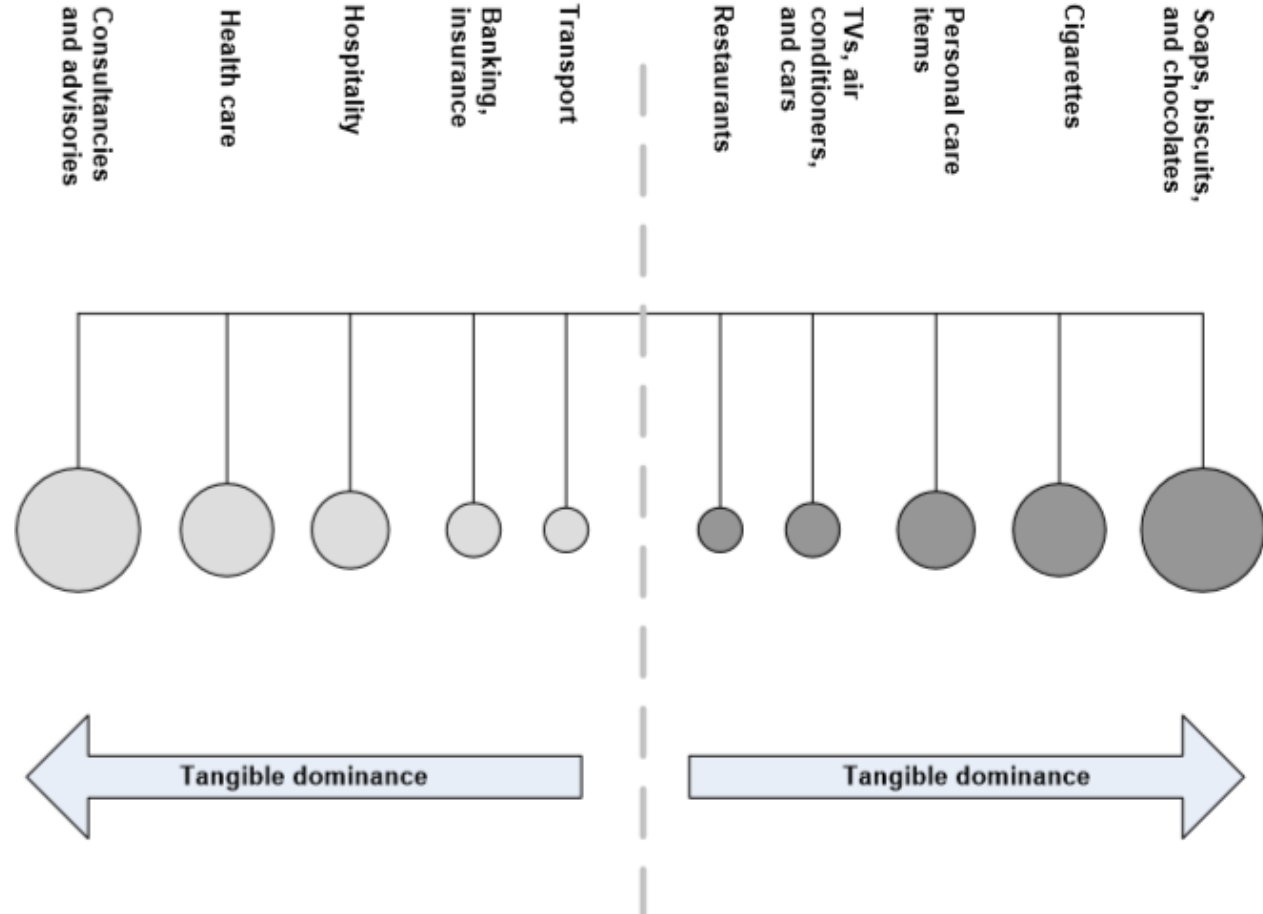
Leonard Wallezký

Faculty of Informatics, Masaryk university





Service and Goods tangibility spectrum

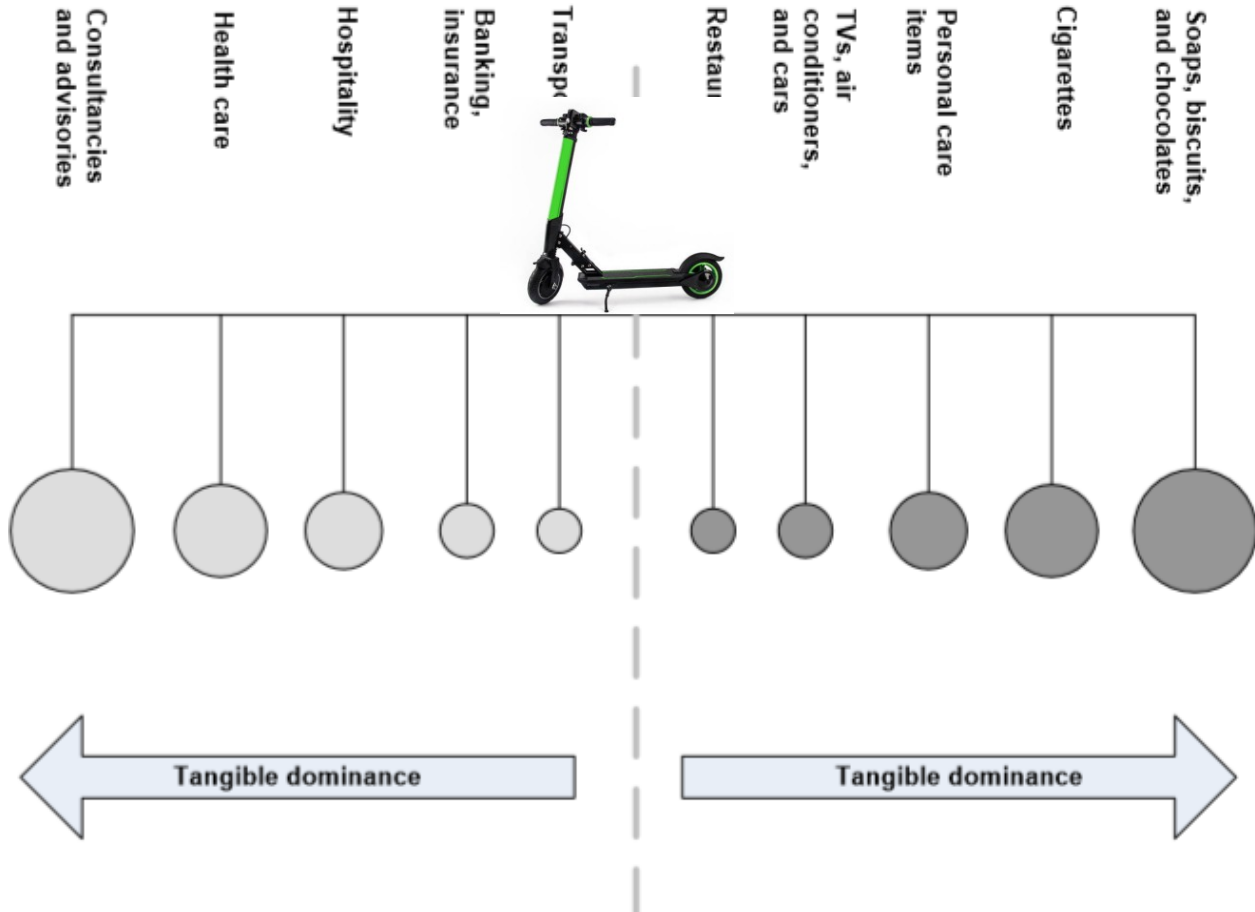


Blue Electric Scooters for Shared Rental Use Arrive In Brno

BD Staff | August 26, 2019 | News, Transport



Position the service

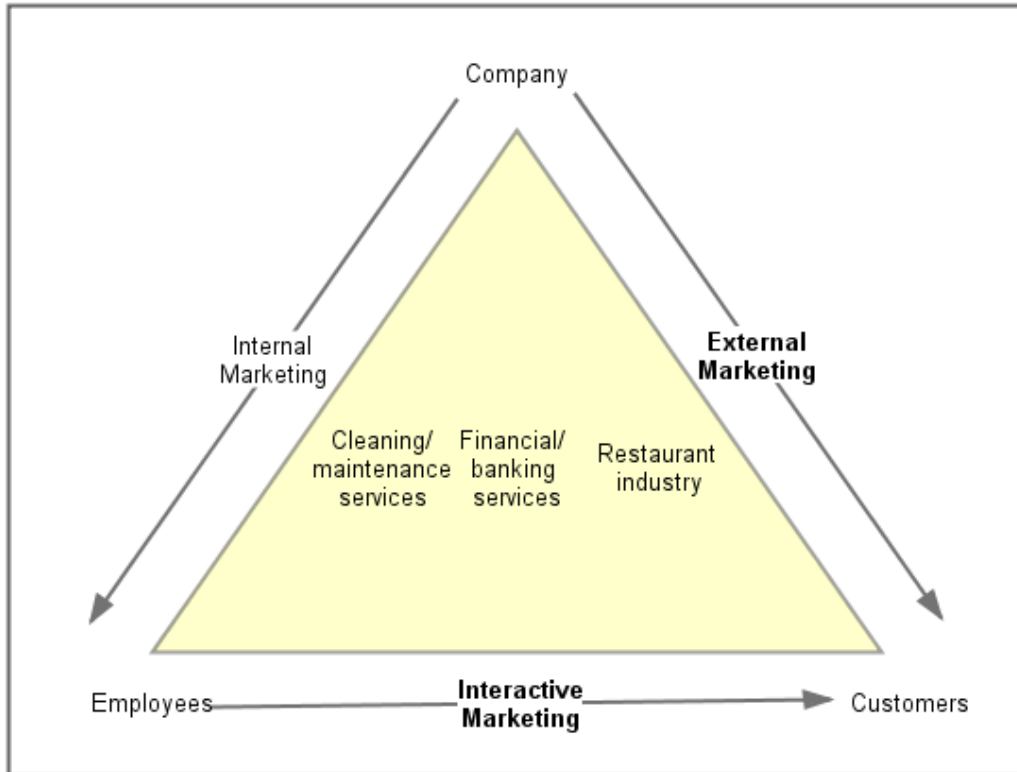


Hundreds lose their driving licenses during Oktoberfest e-scooter mayhem

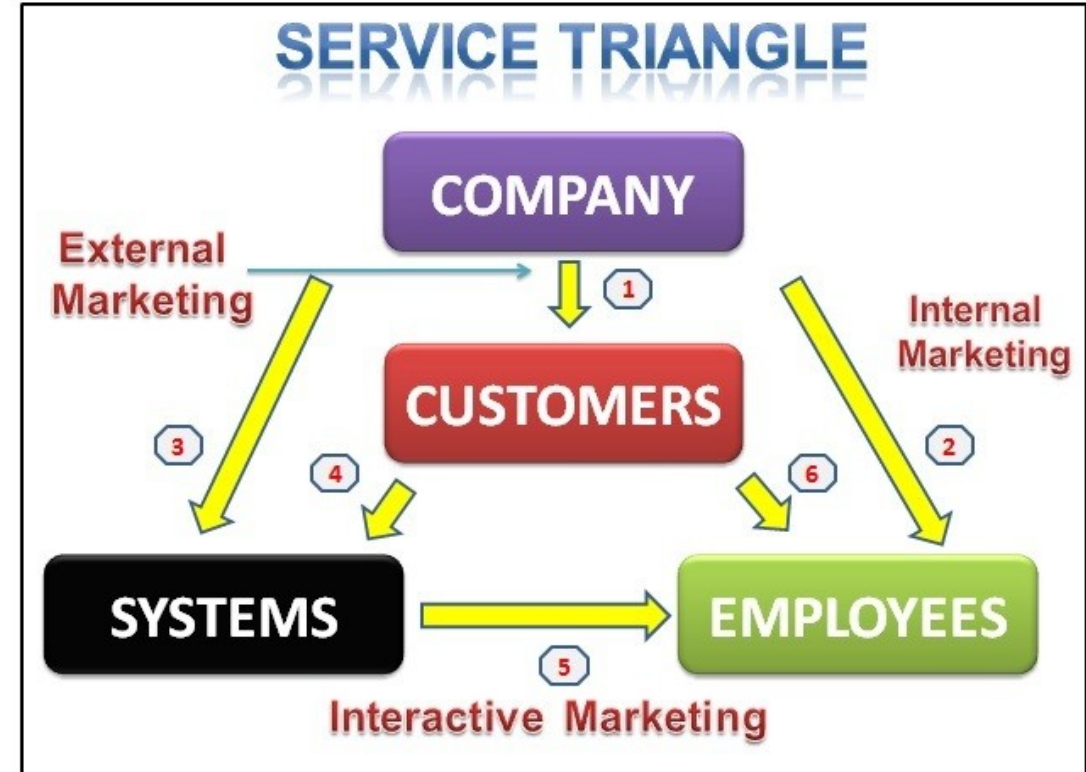
Jack Guy and Stephanie Halasz, CNN • Published 7th October 2019



Service Marketing Triangle In IT



IT System



Service Marketing Triangle

Relationship (External) Marketing

Relationships to improve service encounters and retain company's customers.

Most companies like to build relationships on a long-term basis to retain its customers.

“Relationship marketing” is a step further than the “transactional marketing”

- Transactional marketing is a business strategy that focuses on single, "point of sale" transactions. The emphasis is on maximizing the efficiency and volume of individual sales rather than developing a relationship with the buyer.

According to Kotler, the final outcome of a relationship marketing effort is a unique company asset called a marketing network.

Goals of Relationship Marketing

Attracting customers

Retaining customers

Enhancement of relationship

Importance of relationship marketing

- Acquiring new customers can be challenging and costly. Relationship marketing helps retain customers over the long term, which results in customer loyalty rather than customers purchase once or infrequently.
- Relationship marketing is important for its ability to stay in close contact with customers. By understanding how customers use a brand's products and services and observing additional unmet needs, brands can create new features and offerings to meet those needs, further strengthening the relationship.

IT vs. Relationship Marketing

<https://www.youtube.com/watch?v=r2O5qKZII50>



Benefits of relationship marketing for customers

Confidence Benefits

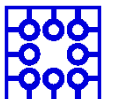
- feelings of trust customers have. They realize they are in safe hands.

Social Benefits

- let the customers enjoy a social relationship with their business partners, which bring in more loyalty to the relationship

Special Treatment benefits

- Special treatment benefits could range from price to special offers and special solutions based on the intensity of the relationship.



Benefits of relationship marketing for organizations

Lower costs

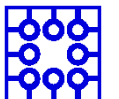
- Committed customers do more business with firms and owing to repeat purchases become the source of larger revenues.

Free advertising

- Owing to loyalty with the service brand, positive word-of-mouth generates which is a great benefit accrued over time by the organizations.

Retain staff

- Satisfied customers make staff stick to the company.



Case study on customer loyalty



PAYBACK is one of Europe's leading loyalty programs.

PAYBACK stems from pooling loyalty benefits from many partners: Using one single card, members earn loyalty points when they shop at a wide the range of different merchants and brands.

Facts & Figures - PAYBACK Germany

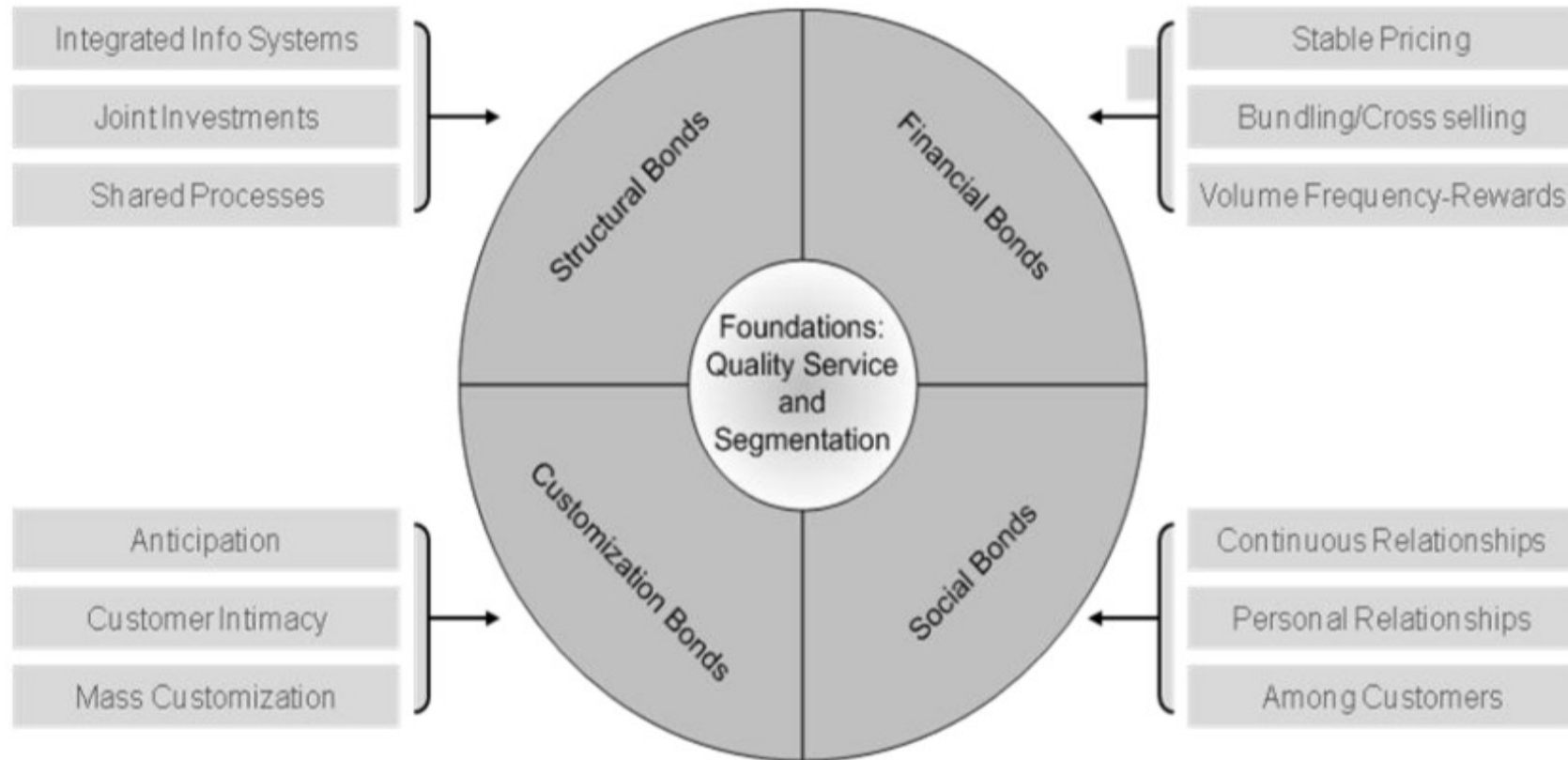
- Active card users in the market: **31 m**
- Partners - offline, online and mobile: more than **650**
- Ranking: PAYBACK is **the 3rd card** in German wallets
- Annual sales generated by the card (2018): **33.8 bn EUR**
- Collected points: worth **409 m EUR** (2018)
- Points redeemed: **95%** of all points collected
- Distributed coupons: **76 bn** (2018)
- Thereof digital coupons: **72 bn** (2018)
- PAYBACK card usage: **4 m** times/day at partner's PoS
- Active app users: **8,5 m**
- PAYBACK PAY user: **several 100.000**
- PAY payments per user / month: **4**

Source: www.payback.com

Foundations of building relationship

- Quality of Service – PA194 and PA181
 - Segmentation
 - Relationship Strategies – how do we build and maintain marketing relationship?
-
- ✓ Financial Bonds
 - ✓ Social Bonds
 - ✓ Customization Bonds
 - ✓ Structural Bonds

Relationship Strategies



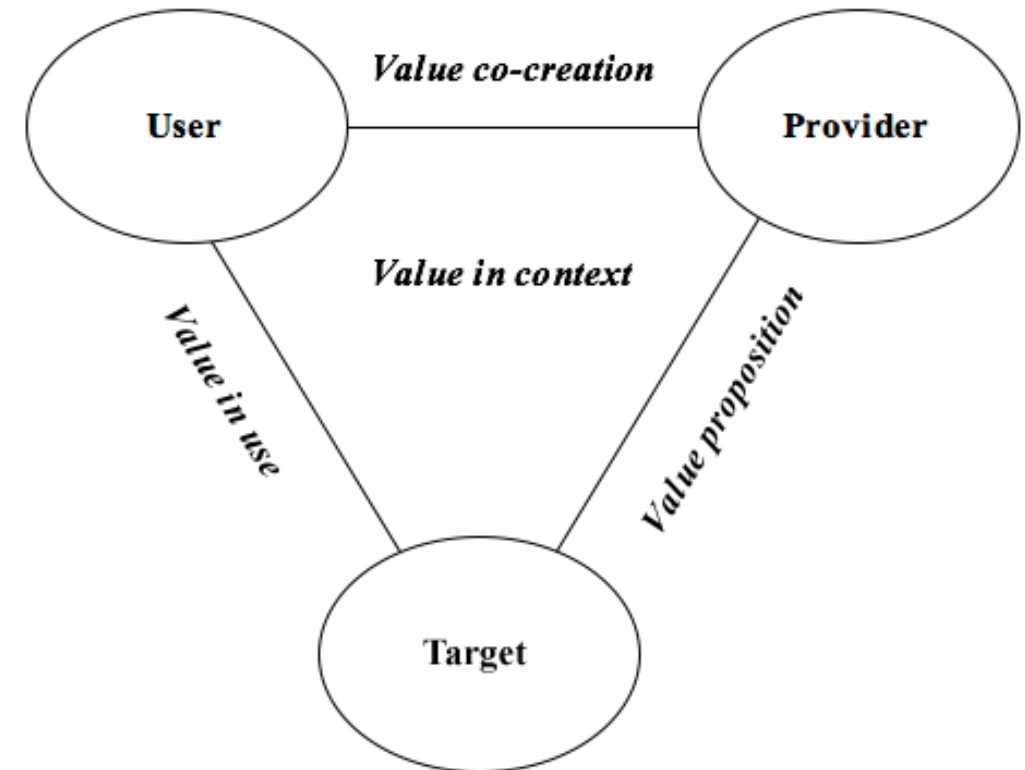
Service Value in Relationship Marketing

You will get to know more about the word VALUE in Service Science and Service Marketing.

Both customers and firms stand to obtain something in this relationship.

Customers like to stay loyal to companies that offer them better value.

Companies like the customers to make more constant purchases.

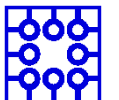


From Relationship marketing to CRM



Relationship marketing is a critical facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement

Customer Relationship Management (CRM)



CRM

CRM – “Strategy used to learn more about customers’ needs and behaviors in order to develop stronger relationships with them”

CRM – “Any application or initiative designed to help an organization optimize interactions with customers, suppliers, or prospects via one or more touch points – such as a call center, salesperson, distributor, store, branch office, Web, or e-mail – for the purpose of acquiring, retaining, or cross-selling customers.”

CRM introduced in 1993

Look into CRM systems



HubSpot CRM

The screenshot displays the HubSpot CRM interface for a contact named Fran Johnson. The top navigation bar includes links for Sales, Dashboard, Contacts, Companies, Deals, Tasks, Sales Tools, and Settings. The contact profile on the left shows Fran Johnson's name, title (Chief Buyer at Boston University), and various contact details such as email (kjepson@bu.edu) and phone number. The right side of the interface features a timeline of interactions, including two email messages and one call, all dated December 8, 2016. The email messages contain the text: "Hey Fran, Have a great vacation! I'll get in touch with you when you get back." and "Hey Fran, How are things going?". The interface also includes a search bar, a user profile, and a "discountpipeline" notification.

Sales Dashboard Contacts Companies Deals Tasks Sales Tools Settings Search discountpipeline Hub ID: 99210481

Fran Johnson
Chief Buyer at Boston University

Actions

About Fran Johnson

First Name
Fran

Last Name
Johnson

Email
kjepson@bu.edu

Phone Number

Last Contacted
12/08/2016 12:49 PM EST

Lifecycle Stage
Opportunity

HubSpot Owner
Kyle Jepson (kjepson@hubspot.com)

Twitter Username

View all properties View property history

Lead Registration Actions

New note Email Call Log activity Create task Schedule

Start typing to leave a note...

B I U No font selected Size

December 2016 Filter timeline (15/21)

Kyle sent an email to Fran Johnson
12/08/2016 at 12:49 PM EST Actions

Hey Fran,
Have a great vacation! I'll get in touch with you when you get back.
Expand

Kyle sent an email to Fran Johnson
12/08/2016 at 12:15 PM EST Actions

Hey Fran,
How are things going?
Expand

Kyle made a call to Fran Johnson
12/08/2016 at 12:15 PM EST Actions

Salesforce Essentials

Search Opportunities and more...

Sales Home Chatter Contacts Accounts Leads Opportunities Cases Reports Dashboards Files Tasks

Opportunities All Opportunities

8 items - Sorted by Amount - Updated a few seconds ago

× Closed/Lost

| Qualification (2) | Meeting Scheduled (2) | Proposal/Price Quote (2) | Negotiation/Review (2) |
|--|---|--|--|
| \$25,750 | \$35,500 | \$40,000 | \$50,550 |
| <ul style="list-style-type: none">BigLife Inc. \$25,750.00BigLife Inc. John Tamek | <ul style="list-style-type: none">National Parks Gear \$23,000.00National Parks Gear John Tamek | <ul style="list-style-type: none">Regional Outfitters, Inc. \$19,500.00Regional Outfitters, Inc. John Tamek | <ul style="list-style-type: none">Back Country Outpost \$25,000.00Back Country Outpost John Tamek |
| <ul style="list-style-type: none">Universal TechnologiesUniversal Technologies John Tamek | <ul style="list-style-type: none">National Parks Gear - Add On \$12,500.00National Parks Gear John Tamek | <ul style="list-style-type: none">Trail Expert Co. - Add On \$20,500.00Trail Expert Co. John Tamek | <ul style="list-style-type: none">Trailhead Outdoor Supply \$25,550.00Trailhead Outdoor Supply John Tamek |

Freshsales

The screenshot displays the Freshsales CRM interface for a lead named Andrew Jackson. The interface includes a search bar at the top, a navigation sidebar on the left, and a main content area with a lead profile, a table of lead details, and a list of recent tickets.

Lead Profile: Andrew Jackson, Cloudchoice Inc. (a few seconds ago)

| | | | |
|-----------------------|-----------------------|-----------------|---------------|
| Owner | Corrado Salerno | Lead Status | Warm |
| Unqualified reason | Not available | Company website | Not available |
| Potential Partnership | No | Department | Not available |
| Email | reachandy21@gmail.com | Work | 905-684-1485 |
| Mobile | Not available | Do not disturb | No |
| Territory | Not available | Has authority | No |

[View and edit all fields](#)

RECENT CONVERSATIONS: No conversations found. [Send an email](#) or [Make a call](#)

RECENT TICKETS:

| | | |
|--|---|--|
| Reachandy21 Created: 4 days ago | Fwd: Manufacturing and Warehousing with QuickBoo... Updated 3 days ago . Due 3 days ago | Agent: Corrado Salerno Status: Open Priority: High |
| Reachandy21 Created: 11 days ago | CloudChoice and PIC meeting #1462 Updated 10 days ago . Due 10 days ago | Agent: Corrado Salerno Status: Open |

Types of CRM software

Operational

- The CRM's main goal here is to streamline and automate workflows in sales, marketing, and customer service. Examples: Pipedrive, Zoho CRM, and HubSpot CRM.

Analytical

- A good analytical CRM can source tons of data from multiple touch points and consolidate them into insights that are useful to strategic planning. Examples: Salesforce CRM, Oracle CRM, and Microsoft Dynamics CRM

Collaborative

- This CRM type promotes teamwork and transparency among sales, marketing, and support by sharing customer information and syncing their activities. It features excellent communication tools including social discussion, chat, and integrated email. Examples: bpm'online CRM, Freshsales, and Base CRM

Why use a CRM software?

Streamline customer profiling

Boost sales opportunities

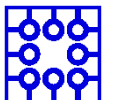
Leverage data-driven decisions

Forecast sales efficiently

Align marketing and sales

Monitor your customer's social posts

Accelerate data collection



CRM for Marketing

**Campaign
management**

**Retain loyal
customers**

**Cross-selling other
products and
services**

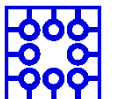
**Designing targeted
marketing
communications**

**Reinforcing
customer
purchase
decisions**

**Inducing product
trial
by new customers**

**Increasing
effectiveness
of distribution
channel
marketing**

**Improving
customer service**



Potential issues with CRM software?

Security

- Data that lives online face the potential dangers of malware attacks, phishing, and hacking. This can compromise your customer's confidential data.

Privacy

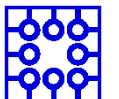
- Some customers may feel cautious when their personal information can be accessed and saved in your company's system.

Weak utilization

- Teams may not utilize the software to its optimum capability as they may find it complex or confusing.

Expense

- Some users view who view the software as nothing more than a spreadsheet or address book thinks the software is not a valuable investment.



Q & A

