

## Hubungan Pelanggan dan Model Bisnis Berbasis Pelanggan (Customer Relationship And Customer-Based Business Model)

**Hartono**

Sekolah Tinggi Ilmu Ekonomi (STIE) Widya Dharma Pontianak  
Jl. H.O.S. Cokroaminoto No. 445 Pontianak 70117  
Email : hartonohiap@gmail.com

### **ABSTRACT**

*Organizations exist to provide value to some client or customer group. But many strategists confuse their experience and their customers' experience, and too few focus on customers as the basis of their strategy. Without a strong customer connection, strategists are at risk of developing organizational competencies that have little or no market value. Strategists with a strong customer orientation also focus on employees. They consider the resources and activities that help employees understand changing desires of current customers and assess whether they might profitably serve new customers. This study try to answer about: What is the customer relationship increasingly critical? What are the guidelines for a customer-based business model ? and How do companies gather data to identify and understand their customers? Smart companies have always paid attention to their customers' buying decisions as one important indication of needs and trends. New technology is allowing not just more detailed tracking, but new ways of directly interacting with customers at the point of purchase. As a strategist, you must remember your own customer experiences, but not rely on them. Customer needs tend to vary widely across various segments or groupings. Understanding and mapping varied customer experience allows the strategist to provide organizational products and services at various points in this process. As a general rule, the most important way to stay in touch with customers is to engage them as they experience your product or service. Smart strategists tend to ask their customer questions. They track their behavior in detail. They engage customers and set up situations in which customers are willing to coproduce products, services, and experiences that they then pay for. This is information that fuels innovation and entrepreneurial response.*

**Keys words:** *customer experience and customer relationship*

### **PENDAHULUAN**

Adanya organisasi umumnya untuk menyediakan nilai bagi beberapa klien atau kelompok pelanggan. Para konsumen semakin canggih dan semakin banyak permintaan dan perkembangan teknologi memungkinkan bentuk-bentuk baru dalam melakukan kontak pelanggan, dan melakukan hubungan baik dengan pelanggan. Tanpa koneksi atau hubungan kuat dengan pelanggan, para strategist akan berada dalam risiko pengembangan kompetensi-kompetensi organisasi yang memiliki sedikit atau tidak ada nilai pasar. Para strategist dengan orientasi pelanggan yang kuat juga harus berfokus pada

para karyawan. Mereka memperhatikan dan mempertimbangkan sumber-sumber dan aktivitas-aktivitas yang akan membantu para karyawan memahami perubahan hasrat dan keinginan para pelanggan sekarang dan menilai apakah akan profitabel melayani para pelanggan baru. Perusahaan yang cerdas juga selalu memperhatikan keputusan-keputusan pembelian para pelanggan mereka sebagai salah satu indikasi penting mengenai kebutuhan-kebutuhan dan trend-trend. Teknologi baru memungkinkan tidak hanya lebih banyak menelusuri jejak yang rinci tetapi juga cara-cara baru interaksi secara langsung dengan para pelanggan pada saat pembelian.

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