

Enhancing Customer Loyalty Through Service-Based Customer Relationship Management at Financing Company

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ABSTRACT

Service Oriented Architecture is powerful method to synthesis service from line of interaction that happen in organization. Company X was a company engaged in financing and services that often got any problem in customer acquisition due to the delivery information to customers could not be evenly distributed. This research tried to make a CRM with service oriented approach. The final result of this research is a CRM of Company X which hopefully can be used as market media and can be accessed by the customers on anyplace at anytime. This service based CRM could be enhancing customer loyalty in Company X.

Keywords: *Serviced Oriented Architecture, Customer Relationship Management, customer loyalty*

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RESEARCH METHOD

This section will describe the method to conduct the research. Broadly speaking, there are five steps taken as shown in the image below.

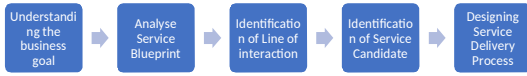


Figure 1. Research Method

The first step, the authors will approach the stakeholders of the system to find out the direction of CRM development needed. interviews were conducted to find out the flow of business that occurred. then this business flow is mapped into a blueprint service consisting of five layers: physical evidence, customer action, on stage contact person, back stage person, and support process that occurs. T

Through this blueprint service will appear lines of interaction that occurs, involving customers with the system or people in the system. The service to be provided is a manifestation of the recorded interaction lines. Then this interaction becomes the basis for the writer to decide the service candidates to be developed. The final stage is designing services that will be developed in a continuous flow.

DISCUSSION

Service Blueprint

Service blueprint is a picture or map that can describe a service system accurately, so that as individuals who are involved in a service provision system can understand the system well even though each has different functions and roles. The following is the blueprint service for Company X online transaction services.

Physical Evidence are things that can be seen by customers when they come to get services, such as buildings, parking lot and other things that appear, on the blueprint service above the physical evidence section that is visible is the website, transaction evidence, proof of payment, vehicle units, Company X building and reports. Customer Action is an activity carried out by the customer to get service and deal directly with front liner officers, in the customer action blueprint service the above section produces account registration, data validation, conducting online transactions, getting proof of transactions, making payments, getting proof of payment, getting vehicles, get notifications for service, do vehicle service and can fill out the comment form on Company X services. Onstage Contact Person is an activity carried out by front line officers in serving and meeting the needs and desires of the customer. In this section there is contact between the customer and the employee which largely determines customer satisfaction. In the blueprint above the onstage contact person section produces several activities, namely getting a notification to send the vehicle to notify the customer to perform vehicle service and the vehicle service process. Backstage Contact Person, This is an activity carried out by backstage officers, back office employees who support the work of front liner employees

in meeting customer needs and in this section there is no contact between the businessman and the employee. In the blueprint above the backstage section generates a number of activities namely managing buyer data, getting transaction notifications and getting payment notifications, receiving notification comments from buyers for Company X services, and receiving reports. Support System Is a supporting process in an effort to meet the needs and desires of customers. In the service blueprint shown in Figure 2, the registration system, transaction system and payment system are all combined in the Company X service system.

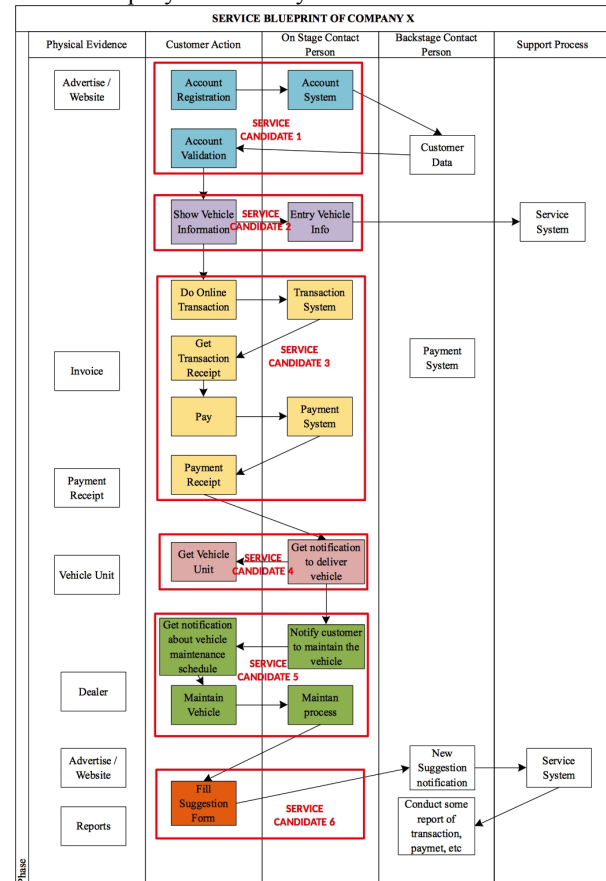


Figure 2. Service Blueprint of Service Based CRM

Figure 3 shows the service blueprint in Company X. The five layers provide an overview of who was involved, and what actions took place in the service delivery process. The interaction line that is between the customer action and the front stage contact person (note the red line). From the line interactions, the process of providing services is grouped according to the purpose of the activity and divided into five services (note the difference in the color of the box). There are five service candidates that will be explained in the next session.

Service Candidate

This service candidate is a detailed process of the blueprint service that has been presented previously. different colors adjust the service colors in the blueprint service in the previous session.

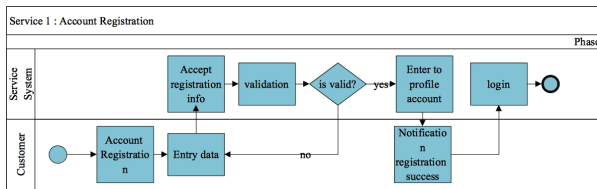


Figure 3. Service 1: Account Registration Flow Chart

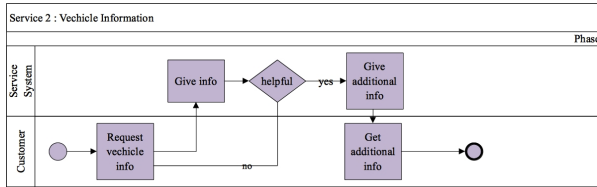


Figure 4. Service 2: Vehicle Information Flow Chart

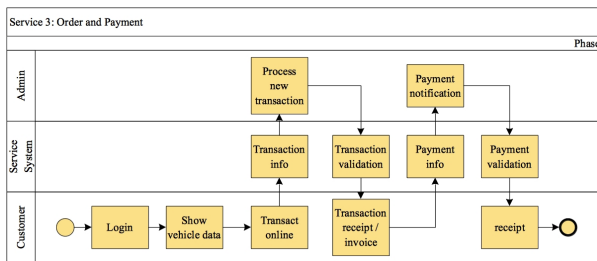


Figure 5. Service 3: Order and Payment Flow Chart

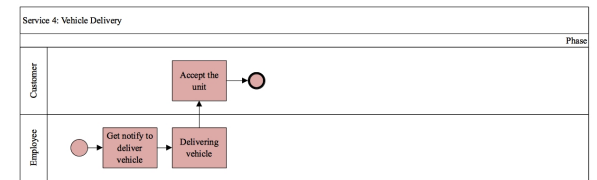


Figure 6. Service 4: Order and Payment Flow Chart

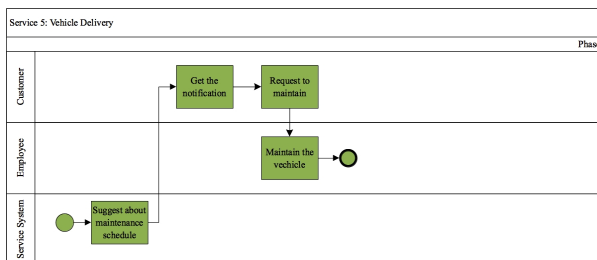


Figure 7. Service 5: Vehicle Delivery Flow Chart

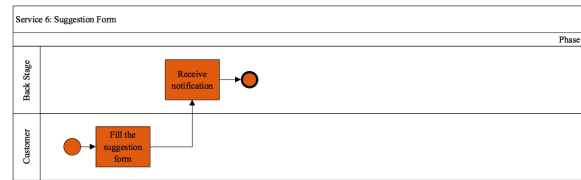


Figure 8. Service 6: Suggestion Form Flow Chart

SUMMARY

This research tries to build a service-based CRM in a finance company. The functions built in CRM are the result of synthesis of service candidates with the Service Oriented Architecture method which consists of several steps, namely modeling of the blueprint service and formulation of service candidates. There are three service candidates which are then broken down into four atomic services. These four atomic services form the basis of designing the next business process to be built in CRM. The results obtained that 87% of valid respondents stated that the CRM successfully helped them to transact, and provide better services.

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