

Establish the "Nine-step Method" of Customer Loyalty

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Abstract: Modern enterprise based on marketing or virtual electricity, improving customer loyalty and inspire customers to buy back is the way, this paper takes "customer development - precision maintenance - customer regeneration" build customer loyalty for the perspective of "nine" footwork, aimed at boosting the modern enterprise customer loyalty cultivation of new heights.

1. Introduction

Customer loyalty is the relationship of trust between the end buyer and the organization of the enterprise product. Customer loyalty by means of "Internet +" between vendors and customers above "currency as the medium" of exchange relations, including the emotional communication relationship, interest complementary relationship and information communication. To cultivate customer loyalty to improve products and brand visibility and reputation in the eyes of consumers, for the enterprise to fully implement "in the maintenance of the market on the basis of the development of new market" of the new marketing strategy to lay a solid foundation. Therefore, enterprises need to implement effective "customer development - accurate maintenance - customer regeneration".

2. Build the CRM organization

Modern enterprise, the entity marketing or virtual electricity, are needed to build specializing in customer relationship management (CRM), at the same time, select the business ability, marketing idea, the new person to act as department manager. Customer relationship management (CRM) agency's job is to make organization of short-term, medium-term and long-term CRM marketing plan, formulated for different customer ABC classification management of customer maintenance policy, submit to the executives of CRM and a half monthly, quarterly, annual report and annual report, the output organization all kinds of benefits to customers, handling public relations crisis, in the maintenance of old market on the basis of the development of new markets. Such as Blue Ray Corporation of customer relationship management (CRM) has experienced the "thinking period, its early stage, developing stage, consolidate, improve" nearly eight years of unremitting efforts, gradually shortened the distance and benchmarking enterprise, into the domestic first-class property developers.

3. Build internal loyalty

The clients of the organization are divided into internal customers and external customers. Internal customer satisfaction determines the external customer satisfaction, internal customer loyalty determines the external customer loyalty, dedication, internal customers and responsibility consciousness determines the external customer's brand image and recency, all originated from internal customers is the bridge between organization and external customers and value of the link. In order to effectively create high initiative and participation, enthusiasm and sense of responsibility are fighting collective, achieve transference of customer value maximization enterprise, promote the

core competitiveness for enterprises in the trade, to cultivate internal loyalty is very important. The three steps of establishing internal loyalty are stated as follows.

The first is the corporate culture of "employee first". Executives need to be fully aware that loyal employees are the source of loyal customers; Be fully aware of the team building motto "there is no perfect person, only the perfect team"; We should respect employees and pay attention to their employees. Be fully aware that the "1 + 1" of individual values needs to be the team value of "> 2"; Emotional management, caring for employees, understanding employees, listening to employees, and developing employees.

The second is to demand the enterprise to create "the home and the home" soft and hard environment. Executives to earnestly study and understand the American psychologist Herzberg proposed "two-factor theory" in 1959, provide good health care factors and incentive factors. Companies provide good working conditions for their employees, such as office ventilation, lighting, green plants and anti-computer radiation. Building an open-plan office to facilitate equal communication and communication among employees; Corporate policies, administrative management, wage systems, and incentives and restraints, ensure fairness, openness, and fairness. Companies provide a good working environment for their employees, such as corporate executives who "lead by example" and "body power". The team working style of trust, cooperation and tolerance among employees; Set up supportive staff to work on the stage, give the staff a challenging job, give the staff a good sense of presence and achievement in the work. Care for employees and their families, using the SWOT analysis method of learning and life help staff career planning formulation, through effective life of the three management (that is, for time management, financial management and partner management) to fully helping employees to maximize the value of their life, achieve "the 80 - year - old life to create the value of a 240 - year - old life. "

Finally, the authorization management of the enterprise is required. Executives must learn to let go bold, make full use of "authorized = trust + job skills + willing to work + good soft environment" to "theory Y" carrying out creative authorization management. This includes encouraging employees to handle customer complaints and other public relations crises in a timely manner; Empower the first line of staff and activate the source of innovation for employees; Using MBO to fully activate employees' motivation, initiative, participation and responsibility in their work. Encourage employees to participate in decision-making, democratic management, and improve the efficiency and effectiveness of decision-making. By "incentive equity " means effectively bound to personal interests and the interests of the organization, improve employees' work exists in the process of feeling, a sense of accomplishment and blame the organization sense of mission.

Establish the trilogy of loyalty is helpful to cultivate good trust relationship between the internal and external customers, build loyalty to the enterprise internal and external customers, a strong boost the sustainable development of the enterprise, prompting them to gradually grow into "one hundred - year - old".

4. Practice the 80/20 rule

Practicing the 80/20 rule requires organizations to keep in mind "the 80/20 rule of sales management: retention of 20% of key customers" in the marketing of customer loyalty. The 80/20 marketing rule says that 80% of the profits come from 20% of customers; 80% of sales come from 20% of customers. If you find that your company 80% of the profits come from 20% of customers, so the key point of relationship marketing is that 20% of your company class A customers, don't attention to relationship marketing evenly to all customers. Companies need to be able to gather a limited amount of money to keep the key minority of their customers 20 per cent, cultivate their loyalty and increase their return.

The key to practice the 80/20 rule under a few become big customers, big customer marketing success of the eight processes for "big rivals - > analysis - > customers determine profitability - > big customer marketing plan - > create big customer CRM system - > master service process - > maintenance win-win relationship - > persistent action ".

5. Accurate customer maintenance

Modern enterprise executives need to "stand base, to expand outward" war thought applied to marketing practice, to achieve "in the maintenance of the market on the basis of the development of new market", to help enterprises to consolidate and strengthen the old market "Advance and retreat freely".

The executives of modern companies need to consolidate the old market by maintaining accurate customer maintenance, increasing the loyalty and return of old market customers. For example, through the cordial communication between customer service and customer to enhance the relationship and strengthen communication; Through the sale of front-line staff to collect customer complain the direction of the transfer, to understand the consumer demand and demand for enterprises to dig "changes to have the opportunity" to lay the foundation; Sales frontline staff will be the focus of the cultivation of emotional loyalty management object for old customer and key customer, carry out "marketing oneself before marketing product" management idea, practice the "father of modern public relations" ivy lee "the public relations of its good" the bible; We will invite key customers and key customers to participate in the company celebration, trade association, etc., to help clients to expand their contacts and to get good reputation from customers. According to ABC customer classification management method to high density of key customer visit and pay a return visit, concerned about the customer's study, work and life, in the customer and its family birthdays, wedding anniversary and other major point in time, give customer sincere blessings and greetings; Using the company's own connections help key customers and key customers to solve their children in the kindergarten, primary school, high school in junior high school, junior high school increased litres university graduation and employment, employment and other major issues, customer acquisition deep trust and goodwill.

6. Club marketing

Club marketing refers to the distribution of VIP membership CARDS and VIP membership CARDS, which attract high-end customers to become members of the enterprise club and implement the marketing process.

Club marketing to all kinds of high-end products sales promotion or high-end goods tasting to arouse the purchasing power of members, stimulate members mental pleasure, improves the business status of the members, build form a high-end members between the resource and mutual sharing mechanism; To improve the reputation and reputation of the enterprise; Through club marketing can enhance the credibility, cultivate customer loyalty, control of the customer's information, find the real needs of customers, customer "public praise publicity" is used to activate a huge amount of potential market.

7. Precision marketing

Precision marketing is the customized one to one marketing, of the high additional value products to meet the personalized needs of different consumer groups, its essence is to develop differentiation of customer demand, with high additional value product or service implementation of precise marketing campaigns. Its practical value lies in through the provision of excellent new products and services to meet customers personalized demand, improve customer satisfaction and the reputation of the product, thanks to the modern advanced flexible manufacturing system, realize the small personalized non-standard manufacturing standard parts production and mass line, through the differentiated products and services to meet the needs of different customers, to achieve the "father of marketing" Philip Kotler "differentiated marketing" of classical target market marketing strategy.

Precision marketing requires companies to focus on rapidly changing market conditions, tap effective market information, develop new products and implement ERP management. To build and improve the file data of the enterprise customer relationship management (CRM) system, to implement the classification management and precision marketing of ABC for CRM customers.

Use modern public relations (PR) to implement differentiated communication with customers to improve the quality of service.

8. Database marketing

Database Marketing refers to the enterprise by building is given priority to with the user or consumer, geography and population behavior and psychological aspects of Customer information database, after data mining, with the aid of modern social media (such as WeChat, weibo, QQ, E-mail and text messages, phone, etc.) to carry out targeted Customer training and relationship maintenance, is the core of data mining and utilization of the six basic process is the "data collection - > data storage - > data processing - > search for the ideal consumer - > using data - > update and improve the database".

Enterprises through database marketing aims to use the data mining technology to analyze the raw data, we may discover the potential demand of consumers, makes the forward-looking research and development, innovation and improvement of a product or service advantage; Using a customer database to accurately target customers and use a cost-effective 4P strategy to reduce costs and improve competitiveness; The use of database marketing can avoid the attention of competitors and avoid open confrontation, allowing competition to be more stealthy.

9. Resolve customer complaints

We often say "advice when most needed is least heeded, a good medicine tastes bitter", if the professional people are candid advice that may be unpleasant to the ear listen to every day, drink is a good medicine tastes bitter, its work sense and a sense of achievement all gone. But in the practice of the marketing, sales staff to understand customer's complain is the real shift in the direction of mining the customer demand, is the enterprise in the direction of product improvement, also is enterprise product can be the key to popular and marketable. Such as the research and development of haier "sweet potato washing machine", "ghee washing machine", "the lobster washing machine", "washing machine to peel potatoes" and "wash buckwheat washing machine" and other artifacts.

Generally, customer complain to express and ratio of 1:9, not willing to express it in today's high-speed information communication, customer complain most likely fermentation through the network and have a very bad impact on the company's reputation. Therefore, the enterprise must establish the PR department, deal with the customer's complaints in a timely manner, and give the clients the opportunity to talk about their dissatisfaction. To solve the customers' complaints, we need to grasp both the open customer complaints channel and the "quick response team" to solve the customer complaints.

10. Welcome customer regeneration

At the moment, the most overlooked part of modern corporate executives' marketing solutions is the loss of customers' reproductive problems. According to expert research, found that the probability of successful products to sell to new customers is to promote their products success probability of loss of half of any company cannot avoid customer churn problem, it is difficult to achieve customer retention rate of 100%. Therefore, modern enterprises need to build a "customer development - > customer maintenance - > customer churn - > customer regeneration" customer relationship management, designed to save valuable customers, to welcome customer regeneration and "consolidate and strengthen our base areas".

11. Conclusion

Modern enterprise implementation of full marketing concept, strengthen the internal marketing, promoting foreign marketing, meet customer's real needs, the transference of customer value

maximization, improve customer satisfaction, build a from "customer development->customer maintenance->customer regeneration" road to cultivate customer loyalty.

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