

Implementation of Electronic Customer Relationship (e-CRM) in Increasing Customer Loyalty PT Cromwell Indonesia

Herdiyana Br Sinulingga¹, Kumba Digdowiseiso²

^{1,2}Faculty of Economics and Business, University of National, Jakarta

Email: kumba.digdo@civitas.unas.ac.id

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Abstract

The need for clean water and the decreasing availability of clean water are the driving factors for water treatment business players. Every company competes to provide the best service to increase customer loyalty. The method used to increase customer loyalty is customer relationship management (CRM). This research explains the implementation of e-CRM in increasing customer loyalty at PT Cromwell Indonesia. This research uses a descriptive qualitative approach. The primary data source is data obtained from interviews and direct observation at the head office of PT Cromwell Indonesia. From the research results, PT Cromwell Indonesia has implemented e-CRM by using various media such as social media, WhatsApp, e-mail, and an e-CRM software Qontak.

Keywords: e-CRM; Customer Loyalty; Water Treatment; Social Media; Digital.

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1. Introduction

Business development and progress occur comprehensively in various sectors. One currently developing business is water processing, usually called water treatment. The human need for water fit for consumption and the decreasing availability of clean water are supporting factors for the development of this business.

Most available water is polluted and contaminated, making it unfit for direct consumption. Given the current conditions, one effort to get clean, quality water is to treat the water through several methods, such as installing filters or using reverse osmosis technology. Currently, more and more water treatment service providers process water unsuitable for consumption into clean quality water safe for consumption. The services provided range from processing groundwater, brackish water, rainwater, and seawater into clean, fresh water safe for consumption.

Seeing the increasing development of the water treatment business, companies are also competing to provide the best service to maintain the loyalty of their customers. Customers are an essential company asset that drives the development and growth of a business. Various efforts have been made to increase customer satisfaction, which ultimately has an impact on increasing customer loyalty. One method used is customer relationship management, also known as customer relationship management (CRM). Currently, customer relationship management can be supported by using digital technology, namely e-CRM, to make it easier for companies or business people to manage customer relationships. Electronic Customer Relationship Management (e-CRM) can be applied in various sectors, including water treatment.

PT Cromwell Indonesia is a company that operates water treatment services. The products or services provided by Cromwell are the supply and installation of pumps and filters for clean water, drinking water filters, gallonless dispensers, and reverse osmosis (RO) technology. The target customers for this water treatment service include the household, commercial, and industrial sectors. PT Cromwell Indonesia utilises e-CRM technology to manage relationships with customers. Customer relationship management is applied from the initial stage (product and company introduction) to the final stage after product installation. Customer relationship management is carried out to provide satisfaction, increase customer loyalty, and improve the company's image.

Good customer relationship management will provide benefits for the company. Implementing e-CRM can be done by utilising several technologies, such as websites, social media, and applications that can be accessed via cell phones. Based on the background description, this research aims to analyse the "Implementation of Electronic Customer Relationship (e-CRM) in Increasing Customer Loyalty at PT Cromwell Indonesia."

1.1. Electronic Customer Relationship Management (e-CRM)

Customer Relationship Management (CRM) or customer relationship management is essential in running a business. Customers are an important company asset. Therefore, this asset must be managed very well. CRM is a business strategy for sorting and organising customers to optimise long-term value (Rahmah, 2019). According to Rusmanto (2020), from a management perspective, the meaning of CRM is an organised approach to developing, managing, and maintaining relationships that benefit customers. The main goal of CRM is to increase customer loyalty and, in turn, increase company profitability or profits for the organisation.

The implementation of CRM can be supported by utilising digital technology to achieve efficiency in customer relationship management, one of which is through Electronic Customer Management Relationships, or e-CRM for short. According to Ab Hamid et al. (2011) and Sawlani et al. (2021), e-CRM has 3 dimensions, including (1) Information quality, namely how information is presented by and clarity with the services produced; (2) Customer service efficiency, where the website has customer service to provide responses or answers regarding questions and complaints submitted by customers; and (3) Ease of navigation, related to the ease of accessing the website and the ease of understanding the website.

1.2. Customer loyalty

Customer loyalty includes behaviour (customer retention) where customers repurchase a particular brand of goods now rather than choosing a competitor's brand or using their

current services instead of other services (Fatihudin & Firmansyah, 2019). Customer loyalty or fidelity is measured through attitudes, beliefs, feelings, and the will or desire to make a repeat purchase. According to Supriadi (2018), customer loyalty can be seen from (1) Making repeat purchases regularly, (2) Purchasing across product and service lines, (3) Referring to others, and (4) Demonstrating immunity to the pull of competitors.

2. Research Methods

The method used in this research is a research method with a descriptive qualitative approach. Qualitative research is data collection in a natural setting to interpret the phenomena that occur, where the researcher is the key instrument and sampling of data sources is carried out purposively and snowball (Anggito & Setiawan, 2018). This research was conducted at the head office of PT Cromwell Indonesia, which is located in Jl. Gading Boulevard No. 10, Gading Serpong – Tangerang Regency. The data source used is primary data, and data collection techniques are carried out through interviews and direct observation. Interview with Mr Roy Sunarso, President Director of PT Cromwell Indonesia, Mrs Mita as Sales and Marketing Manager, and Mrs Metta as VIP Service F&B as resource persons.

3. Results and Discussion

PT Cromwell Indonesia has 2 offices with different locations. The head office is located at Jl. Gading Boulevard No. 10, Gading Serpong, and the operational office are at Jl. Kebon Jeruk Kingdom of Struggle. In managing customer relationships, PT Cromwell Indonesia provides information about services via its website, email, social media, and WhatsApp.

Information about products and services can be seen via social media and Instagram. Cromwell Indonesia has had a website since its inception in 2006 but has not been utilised optimally. Based on previous experience, most customers know and get information about the company and the services provided through social media and recommendations from old customers. Apart from that, PT Cromwell Indonesia also does not have a special team in the IT field capable of managing and carrying out maintenance on the website. Therefore, the company focuses more on developing information through social media and WhatsApp than the website.

Based on this experience, PT Cromwell Indonesia always increases the intensity and good management of customer relationships because it will impact the company's image, where old customers with good experiences will have high loyalty and can recommend the company to their colleagues. Mr Roy Sunarso, President Director of PT Cromwell Indonesia, said:

"Currently, we focus on information about services on social media and WhatsApp. Because most new customers know company information from social media and from recommendations from our previous customers. Also, reaching customers via social media is easier because many people spend time scrolling on social media. This could be a big opportunity for us."

3.1. Implementation of e-CRM at PT Cromwell Indonesia

Information regarding the products and services provided by PT Cromwell Indonesia can be accessed via the website www.cromwellenviro.com and Instagram social media Cromwell_group. The website and social media contain information about products, a brief company profile, customer references, or projects that have been worked on, along with an email and telephone number (021-59993606), which can be contacted anytime.

PT Cromwell's Instagram social media is also connected to the company's marketing team's WhatsApp. So that when customers are interested or want to contact the company, they can easily click on the link provided, which will then connect to WhatsApp. Cromwell Indonesia uses WhatsApp for business as a medium of customer communication because it is considered more efficient and can get closer to customers personally. As a communication medium, business WhatsApp also contains product information, such as an e-catalogue, company address, social media, and a brief company profile. The results of the interview with Mrs. Mita as Sales and Marketing Manager at PT Cromwell Indonesia also said:

"Communication via WhatsApp is more intense so that we can get closer to customers personally. Businesses can also input product catalogues on WhatsApp so that every customer can see the product catalogue on WhatsApp. The address and brief profile about the company can also be seen on WhatsApp so that new customers can get a little idea about our company."

Most PT Cromwell Indonesia water treatment products or services use an "as-needed basis" system or adapt to customer needs. Each customer has different needs and conditions. The different needs of each customer can be determined based on the system they want to install, whether this customer installs a clean water filter, drinking water filter, dispenser, or reverse osmosis (RO) technology. Apart from that, other factors that need to be considered are the location or area where the water treatment equipment or system will be installed, whether the area is sufficient, the availability of electrical power, the source of the water to be treated, and so on. Therefore, to find out customer needs, the first stage is consultation. Mrs. Metta, as VIP Service F&B Division, stated:

"Each customer's needs are different, depending on what system they want to install. Therefore, before determining which product is suitable, it is necessary to conduct consultations, site surveys, and source water sampling."

Customers who wish to consult can contact the company via email or telephone on the website, via WhatsApp number available on Instagram, or via direct message on Instagram. Later, the company will immediately respond and contact the customer. After consultations regarding their needs, the marketing team will schedule site checks or surveys and take samples of raw water (source water) processed for laboratory tests. This laboratory test is carried out to determine what substances are contained in the water so the type of filter or appropriate treatment can be determined. The survey and laboratory test process is usually completed within one to two days. Customer consultations, surveys, and laboratory tests at PT Cromwell Indonesia are free. This is one way for companies to attract the interest and attention of new customers.

After the laboratory test results are released, the marketing team will contact customers again via email, telephone, or WhatsApp. The marketing team will briefly explain the survey, lab test results, recommendations for installing the system in the customer's home, and a price offer letter. After there is a price agreement and approval from the customer, the next stage is assembling or installing the equipment and system to be installed.

After the installation process is complete, a handover will be carried out to the customer for the equipment and systems that have been installed. Customer data related to customer profiles, data on goods sold, warranty period, and service visit schedules to routinely check

equipment that has been installed will be recorded and stored as a customer database, which then becomes the basis for relationship management with customers.

Since 2022, PT Cromwell Indonesia has used a digital-based CRM application called e-CRM to increase the efficiency of relationship management with customers. The e-CRM used is the Qontak application. Qontak is a customer relationship management (CRM) application that contains real-time information related to customers. Qontak contains customer data, which includes personal information (full name, address, telephone number, email, etc.), product or system data that has been installed in the customer's home, tracking history of product sales to customers, as well as service visit schedules. to the customer's house. This can make managing this data more accessible for users or customer service.

In Qontak, there is a "reminder" feature that functions to help marketing and service teams remember the service visit schedule and routine replacement of spare parts for each customer. This makes it easier for the company to remember the visit schedule for each customer so that no one is late or missed. These reminders usually take the form of notifications on Qontak and via email so the service team can immediately contact the concerned customer to confirm the schedule.

Customer relationship management at PT Cromwell Indonesia is handled by two divisions: the sales and marketing division, which handles new customers, and the service division, which manages relationships with old customers or customers who have purchased products or used the company's services. This aims to facilitate coordination and communication with customers. Data on new customers who have purchased products will be submitted to the service team as a service team database. Customers who want to ask questions, convey complaints, or complain about their installed product can contact the service division via telephone, WhatsApp, email, or social media.

Good communication and customer relationship management continue to be improved at PT Cromwell Indonesia. Establishing good communication with customers and improving information and communication media is carried out to provide convenience for customers so that customers have long-term loyalty. Additionally, improvements in quality, capabilities, and knowledge of products for all teams, both office staff and technicians in the field, continue to be carried out.

Customer loyalty at PT Cromwell Indonesia can be seen from the increase in repeat sales for the same and similar products and the increase in the number of customers who make service visit contracts with the company. The contract consists of regular visits to check and replace spare parts, carried out every one to two months, depending on the system and product purchased by the customer.

Customer relationship management at PT Cromwell Indonesia is running quite well. The intensive use of e-CRM since 2020 is considered to be able to increase customer loyalty. This can be seen from the relatively rapid customer increase over the last 3 (three) years. Program optimisation is expected to increase customer loyalty at PT Cromwell Indonesia.

4. Conclusions

Based on the research results regarding "Implementation of Electronic Customer Relationship (e-CRM) in Increasing Customer Loyalty at PT Cromwell Indonesia," it can be concluded that the implementation of e-CRM has been implemented and is running well.

Digital media has also been implemented optimally as a medium for customer information and relationship management. The e-CRM implemented at PT Cromwell Indonesia includes presenting information and communication media through social media, Instagram, WhatsApp, and email, as well as customer relationship management through the Qontak application or software. Ease of accessing services and customer relationship management can increase customer loyalty at PT Cromwell Indonesia.

However, if it is related to the theory regarding the dimensions of e-CRM put forward by Supriadi (2018), the use of websites at PT Cromwell Indonesia has not been carried out optimally. The author's advice to companies is that companies should start reusing previously created websites; developing information through website media can also provide many conveniences and reach new customers, which will have an impact on increasing customer loyalty. The website will be connected to various communication media and Cromwell_group social media, so customers can quickly get information by visiting the company website.

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