9

Be a single source of customer data, so the need of just one system that can be used for sales, customer service, marketing, etc.;

• To aggregate value for the client, rationalizing the internal processes of new product development, allowing the company to know the needs not addressed and the characteristics of the product desired by segments of customers, and administration of the flow of demands and reducing customer’s buying time;

• Capacity to establish a close and fluid communication channel with actual and potential customers;

• Effort, optimizing after-sales service through the offer of specialized quality services; • Support direct-marketing campaigns

• To help business in understanding market demand for specific product designs and act accordingly;

• Improve internal processes within the organization: improved decision making process, sales efficiency, increased productivity and improved IT architecture;

• Ability to better align the company with the market

5

(3) Creation value for the customer, (4)

Customization of products and services, (5) Lower process,

higher quality products and services [2].

2

Gathering and integrating information on

customers.

• Developing a closer relationship with

customers.

• Increasing customer satisfaction.

• Declining customer acquisition costs.

• Maximizing of profits due to increased

sales.

• Ensuring sustainable competitive advantage.

• Enabling micro-segmentation of markets

according to customers’ needs and wants.

Mixed

1. Single out profitable customers for preferential treatment, thereby increasing customer loyalty [9] Increased customer retention and loyalty [5] Increasing customer loyalty as a result of more personal and efficient service. [2] Meningkatkan kesetiaan dari pelanggan.
2. Maximizing of profits due to increased sales[2], Higher customer profitability [5]
3. Capacity to establish a close and fluid communication channel with actual and potential customers; [9] Developing a closer relationship with customers. [2] Membangun hubungan yang lebih kokoh dengan *customer* yang dimiliki perusahaan.
4. Creation value for the customer [5] To aggregate value for the client [9] Satisfaction [2]
5. To help business in understanding market demand for specific product designs and act accordingly; [9] Customization of products and services [5] Enabling micro-segmentation of markets according to customers’ needs and wants. [2]
6. Improve internal processes within the organization [9] Lower process, higher quality products and services [5] Declining customer acquisition costs. [2]
7. Be a single source of customer data [9] Gathering and integrating information on customers.[2]