

МАРКЕТИНШКЕ КОМУНИКАЦИЈЕ У УПРАВЉАЊУ ОДНОСИМА С КУПЦИМА

MARKETING COMMUNICATIONS IN CUSTOMER RELATIONSHIP MANAGEMENT



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This monograph represents an overview and synthesis of the theoretical concepts of marketing communications and customer relationship management, as well as results of empirical verification of the author. The author indicates the importance of marketing communication in managing relationships with customers and points out the effects of its application.

The first chapter presents an analysis of the functional interdependence and communication conditionality of marketing communication concepts and customer relationship management and defines certain relations that are essential for these concepts. Special emphasis is placed on the current state of the domestic environment, the potentiality of their development in the close future, as well as their integration in order to maximize business results. Relationship marketing is presented as a modern functional orientation of marketing, which is fundamental to the modern concept of customer relationship management. In addition, guidelines for the application of this concept and other modern communication concepts that give organizations the ability to raise the required level of products and services quality and their adaptation to the target customers' requirements are explained.

Customer relationship management (CRM) is the process of establishment and maintenance of customized business relationships built on mutual trust, open-mindedness, shared risk and reward. It represents the alignment of business strategy, company organizational structure and culture, customer information and information technology in order to meet customer needs and achieve business advantages and profits. Information technology has a key role in managing relationships with customers.

Customer relationship management depends on the use of information systems for data collection, monitoring, and satisfying customers' needs. Understanding of the key customers' values has always been the main factor in marketing decision making. Eventually, probably the most important component has been included in this problem: identification of specific values for any individual customer. In this context, it is necessary to establish a new system of managing these changes. Coordination of communication activities with customers is now becoming a new challenge in the turbulent marketing environment so that the traditional approaches to marketing planning are becoming obsolete. Two-way

communication and immediate decision-making based on interaction with customers, have become not only desirable but also one of the key marketing communication standards. Customer relationship management is based on traditional marketing principles and represents an evolving process of identifying and creating new value in cooperation with customers, as well as sharing mutual benefits during the life cycle of association and cooperation. It includes mutual understanding, guidance and the continuous relation development between the organization and selected customers or groups of customers (demand should not be individualized in cases when it has no significant effect either for the organization or for the customer), mutual value creation and sharing through mutual dependency and organizational determination.

Customer relationships profitability depends on the cost of their establishment, feedback level and the resulting behavior of target customers. Some of the basic methods for determining these factors and their interdependence are: RFM (Recency, Frequency, Monetary) method, method of establishing permanent customer value, consumer behavior visualization method, method of potentially converted customers identification, customer profiling method, method of customers behavior modeling, method of determining of loyalty schemes, method of determining customer life cycle and method of calculating the investment return.

The above methods were selected with a high level of abstraction and do not indicate that organization might have to decide to invest in relationships and reward the customer that are shown to be profitable. There may be many other factors besides the potential profitability that influence the decision, for example, when a customer, though profitable, is an exception that requires the engagement of time and effort, and distracts management from the larger and strategically more important tasks. Organization should identify the mix of customers to establish and/or maintain relationships with them, which will ensure profitability

in the long term. In addition, it should build a specific type of relationship with priority customers, in order to achieve appointed goals.

Next section of the monograph is dedicated to the establishment of integrated marketing communications with their target customers, organizations can use the following tools: advertising, sales promotion, personal selling, marketing public relations, economic publicity, direct marketing communication activities and communication aspects of the product/service, pricing, distribution, and sales. Marketing communications mix is a combination of these instruments, with the optimal participation of each of them, which will ensure the achievement of marketing communication objectives. In order to make a certain mix of marketing communication be effective, it is necessary to establish consistency and integration of the involved elements. The conceptual framework of integrated marketing communications is presented in the monograph as a basis for further research. As changes in the practice of marketing communications state a need for the development and application of modern quantitative methods, they are presented in the monograph and make its special contribution. Division of marketing communication instruments is highlighted as the most important dimension, which adds the following communication aspects to the traditional elements of the promotion mix: communication aspects of product / service, sales price, distribution and sales / service mode.

The main goal of integrated marketing communications is to perform direct influence on the behavior of heterogeneous target audience. Integrated marketing communications activities include all marketing features of the organization and its products, which represent potential channels for distribution of systematically pre-planned messages. By using integrated marketing communications, particular organization enables its customers the benefits of engaging in two-way communication, as information provided on the basis, have supportive and information role, not only persuasive. Properly utilized process of

integrated marketing communications essentially starts from current or potential customers, by identifying their characteristics and the characteristics of their purchase behavior, based on the forms and methods of developing appropriate communication programs are determined and defined.

Furthermore, this monograph contains the analysis and application of selected quantitative indicators and models in the field of their individual potential for participation in the general planning of communication activities and the multiplier of the effects of customer relationship management.

In order to allow unobstructed implementation of marketing communication activities, it is necessary to establish a systematic plan: what, when, where and for what purposes, intended funds should be spent. General

characteristics of such successful system are: budget for marketing communications must be enough to ensure continuity in the preparation, messages broadcast, and the policy of allocation of these resources must be flexible enough to allow adjustment of the promotional messages volume to actual changes and situations (common factor that provides the flexibility is provision of adequate reserves). Two key processes in planning funds for marketing communications are: determination of the amount of budget spending in case of marketing communications and conducting control to ensure that spending of these funds is in accordance with the established plan. This problem can be greatly simplified if detailed market research and analysis were previously performed, and target audience correctly identified.

У овој монографији насталој, као резултат дугогодишњег истраживања ауторке, дати су преглед и синтеза теоријске основе концепата маркетиншке комуникације и управљања односа са купцима, са једне стране, и резултата емпиријске верификације, потреба за идентификовањем значаја маркетиншког комуницирања у управљању односима са купцима и ефеката примене, са друге стране. Представљена је анализа функционалне међузависности

и комуникацијске условљености концепата маркетиншког комуницирања и управљања односима са купцима, чиме су дефинисане одређене релације које представљају основ ове монографије.

Посебан акценат стављен је на тренутно стање на домаћем простору, потенцијал за њихов развој у ближој перспективи, као и њихову интеграцију у циљу максимизације пословних резултата.