

ABSTRAK

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AKTIVITAS CRM PIGEON BABY MELALUI *SOCIAL MEDIA* OLEH R-CUBED DALAM MENINGKATKAN *CUSTOMER ENGAGEMENT*

(xv+131 halaman; 21 gambar; 1 table; 9lampiran)

Kata Kunci: CRM, *Social Media*, *Customer Engagement*

Perusahaan menyadari bahwa *customer* merupakan aspek penting dalam mempertahankan perusahaan untuk jangka panjang. Oleh karena itu, Perusahaan perlu memfokuskan strategi pemasaran pada kepuasan *customer*. Salah satu strategi yang tepat yaitu CRM yang dapat mendukung pembangunan dan pemeliharaan hubungan dengan *customer*. Strategi CRM diterapkan Pigeon Baby melalui kepercayaannya terhadap R-Cubed sebagai *digital branding agency* untuk menangani *social media*.

R-Cubed berusaha membangun dan memelihara hubungan dengan *customer* melalui penerapan konsep CRM. Salah satu aktivitas CRM yang dilakukan, yaitu lomba foto nasional Pigeon Baby “Our Love to You”. Kompetisi tersebut dilakukan agar *customer* dapat terlibat dalam aktivitas perusahaan. Selain itu, memanfaatkan *social media* seperti facebook dan twitter yang mudah diakses sebagai penyebaran informasi. Melalui *social media*, R-Cubed berharap tercapainya tahapan *customer engagement* dimana *customer* bersedia meluangkan waktu dan tenaga untuk berbicara dengan perusahaan.

Pigeon Baby melakukan beberapa aktivitas CRM yaitu antara lain *free premium*, kompetisi dan kegiatan lainnya. Pada penerapan aktivitas CRM melalui *social media*, R-Cubed perlu lebih mengarahkan Pigeon Baby untuk memanfaatkan *social media* secara maksimal agar *customer engagement* mudah dicapai.

Referensi: 35 (1992 – 2012), sumber lain: 9

ABSTRACT

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CRM PIGEON BABY ACTIVITY THROUGH SOCIAL MEDIA BY R-CUBED, IN ATTEMPT TO IMPROVE CUSTOMER ENGAGEMENT

(xv +131pages: 21 pictures; 1 table; 9appendixes)

Key words: CRM, Social Media, Customer Engagement

Company realizes that customer is an important aspect to maintain its existence for a long period of time. Therefore, company has to focus on marketing strategies towards customer satisfaction. One of the appropriate strategies is CRM which can help to support growth and maintain relationship with customers. CRM Strategy applied by Pigeon Baby through its belief to R-Cubed as digital branding agency to handle social media.

R-Cubed tries to build and maintain relationship with customers through the application of CRM concept. One of the CRM activities done by R-Cubed is Pigeon Baby national photo “Our Love to You” competition. The goal of this competition is to involve customers with the company activity. Moreover by utilizing social media such as facebook and twitter which are easy to access as information dissemination. Through social media, R-Cubed hopes to achieve customer engagement phase where customers are willing to take their time and energy to talk and communicate with the company.

Pigeon Baby has done some CRM activities such as free premium, competition, and other activities. On the application of CRM activity through social media, R-Cubed needs to further direct Pigeon Baby to utilize social media maximally so that customer engagement is easy to reach.

References: 35 (1992 – 2012), other sources: 9