

# Analysis of the construction of a marketing system based on customer relationship management

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**Abstract:** *In an increasingly competitive market, if companies can accumulate customer resources, they can make this part of their core competencies a key point. When making purchasing decisions, customers are not only concerned about product quality and price, but also about psychological satisfaction and service satisfaction during the purchase process. Analysing customer relationship management based on the consumer's perspective can help to meet the psychological needs of different customer groups according to their purchasing characteristics and strengthen customer loyalty to the brand to complete the long-term use of resources.*

**Keywords:** *Customer Relationship Management, Marketing Systems, Building*

## 1. Introduction

The current market economy has matured and the limitations of the product-centric marketing model are becoming more and more pronounced, and companies can only develop and grow in today's competitive marketplace if they have high quality customer resources. Any enterprise needs marketing tools and marketing systems to support customer relationship management, so as to win stable customer relationships to cover more target customer groups. In an era where customer resources have become a core competency, the construction of marketing systems should be analysed based on the characteristic elements of different customer groups to provide a stable source of profit for the company.

## 2. The core elements of building a customer relationship marketing system

(1) Customer Loyalty. Customer loyalty can be considered a core component of customer relationship management and is feedback on whether a customer's situation can be satisfied. If customers are attracted to a product or service, they will repeat their purchases and make referrals, and the referral process will generate emotional or behavioural loyalty from other customers[1]. So the aim of striving for customer loyalty is to change the user's perception of the product, and whether the customer is satisfied is directly related to the quality of the product and the advantages of the service, which is composed as follows.

It can be seen that only after the customer has produced the correct perception of the product, they will come and produce the next purchase desire from the basic potential demand level, whether it is material or spiritual satisfaction, which can bring different super-expected psychological feedback to the customer, and the stronger this super-expected satisfaction is, the greater the attraction to the customer. So after several purchases have been made, a long-term relationship is established between the customer and the corporate brand, indicating that the customer has sufficient loyalty to the corporate product, and this aspect will be used as a key reference basis when the marketing system is constructed.

(2) Customer value. Customer value also contains two aspects, one is the value that the enterprise can provide to the customer, and the other is the value that the customer contributes to the enterprise. The value provided by the company to the customer is expressed in the user's perception and preference for a product, also known as the customer transfer value, which is to some extent equivalent to the level of customer satisfaction, i.e. the actual level of benefit to the customer in a purchase. The higher the level of customer satisfaction, the more long-term customers and long-term benefits the company will be able to reap in the course of its subsequent operations. In order to achieve customer satisfaction, it is necessary to meet customer expectations and perceptions of value. Typically, customers have psychological expectations and minimum expectations about the quality of a product before they buy it, and if their actual needs are met, then the level of quality of the product or service is at a higher level in their opinion. After the user purchases a product or enjoys a similar service, a corresponding value perception is also

generated. Under the premise of constant quality, the value perception is positively correlated with price level, service quality and other factors [2].

(3) Customer segmentation. Customer relationship management involves a clear segmentation of customers, as different customers differ in terms of product needs and actual financial capacity. The basic characteristics of current customers can also be presented according to the segmentation criteria in Table 1.

*Table 1 Basic customer characteristics*

Customer characteristics	Description	Highlights
Situational factors	Natural and human environment	No obvious link to the inherent properties of the product and the need for the service
Geographical factors	Different countries, different regions, different geographical locations, etc.	Segmentation based on market volume and degree of demand differentiation
Demographic factors	Different genders, different races, different nationalities, etc.	Affects the client's lifestyle and self-identity

Although customer relationships are difficult to analyse quantitatively with uniform indicators, we generally discuss customer behaviour based on customer loyalty and customer value, adopt different marketing strategies for customers with different behavioural characteristics, and differentiate marketing for target customers. It is in the increasingly competitive situation of modern products, the characteristics of the customer segmentation is the core of customer value as a resource set, accurate identification of customer personality characteristics, but also lead to transaction behavior to enhance the decision-making ability of the key point. At this stage, more and more companies are able to recognise the importance of maintaining customer relationships, because in addition to the original economic benefits, customers can also bring non-economic benefits, such as developing more regular loyal customers and potential customers for the company, which helps to play a good promotional role in the market, thus enhancing the corporate image and the competitiveness of the company's brand. Customer loyalty is expressed in three ways: firstly, the possibility of continuing to buy branded products or services and recommending them to friends and relatives; secondly, the ability not to choose other branded products among the same type of products; and thirdly, the ability to give feedback to the company when there are certain defects in the product and not to affect the next purchase. Therefore, the customer hierarchy can be divided into three classes: ordinary buyers, habitual buyers and brand loyalists, which correspond to the lowest to the highest level of customer loyalty.

### **3. A solution for building a marketing system based on customer relationship management**

(1) Improving the existing marketing system. A complete marketing system involves not only product and price factors, but also various tasks such as market research and marketing strategy selection. From the outset, companies should explore advanced business management methods and rely on the industry to reorganise their existing products and services. At the same time, direct communication with the company's partners is essential to understand first-hand what problems the partners or customers may encounter in the use of the products, so that new product dynamics and project information can be understood and product advantages can be established. It is important to note that changes in the market environment can bring new challenges to companies, especially in a volatile global economic environment where certain projects and products may be replaced by similar products. In order to avoid such phenomena, enterprises need to make adjustments to their existing marketing systems, especially in terms of customer maintenance and new customer mining with the fundamental goal of value orientation and the establishment of a marketing management system based on customer relationships [3].

(2) Customer satisfaction surveys. The purpose of customer satisfaction surveys is to reach the target group and consolidate core customer relationships. In this respect, user data and information can be counted in the form of questionnaires, for example asking customers what factors influence their desire to buy. The questionnaire is also designed to analyse the final marketing process of the product according to the different conditions of the customer, such as gender or occupation, and the basic questionnaire content is included in Table 3.

Table 3 Questionnaire content

Problem phase	Question content	Question options
Pre-sales	How would you like to receive product information	Door-to-door visits, telephone contact, online platform contact
On Sale	Who would like to establish business contacts with the company	Sales staff, technical staff, after-sales service staff, engineering staff
After Sales	Your acceptable response time after a product failure	Same day, within 3 working days, within 5 working days, within 7 working days

These questions are designed to address different aspects of the sales process, while the different options correspond to different attitudes of the customer. For example, in the pre-sales process, most customers do not like to be contacted by unfamiliar sales people, but prefer to contact the company or the seller when they have a need for the product. This indicates that most customers will consider their own information security needs based on realistic conditions before making decisions, especially certain customers who have customized requirements for products will pay more attention to the actual needs of pre-sales. And from the mid-sales link, if customers have technical problems, they rarely channel feedback directly through sales staff, preferring to contact the after-sales service department directly. Also at the stage of contacting the after-sales service department, if a product fault arises, they expect that the problem will be completed within 3 to 5 working days. Based on the results of the comprehensive evaluation, it appears that companies are able to meet the needs of most customers, who will consider both product performance and price as well as the supplier's service level when making purchase decisions [4]. If the supplier's after-sales service level qualification is at a low level, to a certain extent it may also affect the customer's purchase process, which corresponds to the customer loyalty mentioned earlier, as these target customers have a better knowledge of the product and will choose products that they have already purchased when choosing a product, which indicates that they are not worried about the quality of the product and are more concerned about the content of the This indicates that they are not concerned about the quality of the product, but are more concerned about the after-sales guarantee and service part of the product.

(3) Marketing system design. According to the results of the questionnaire survey, a marketing system can be set up to determine a complete operational process and to ensure the stability of the marketing process, with each stage corresponding to a different work content. For example, the role of the pre-sales stage is to collect customer information and establish a good relationship with certain potential customers to prepare for the subsequent sales work; the mid-sales stage is concerned about whether the project meets the actual needs of customers, providing initial quotations and business service solutions to complete the contract formulation; the post-sales stage is to do a good job of return visits and summaries of key customers, to improve customer satisfaction from the root. In particular, in the after-sales issues that customers are more concerned about the link should be based on the customer's requirements as a reference, arrange for special personnel responsible for the implementation.

#### 4. Conclusion

The construction of a marketing system based on customer relationship management and the development of a marketing system are closely linked to product sales. In the future, we should think deeply about how to divide the whole process into specific activities that can be implemented based on the requirements of customer relationship management, and implement them into various departments to complete detailed planning, so as to make full use of resources on the one hand and achieve efficient operation in the operational phase on the other. Customer focus is always the fundamental goal of a company's marketing activities, and to achieve this not only requires effective communication and information sharing as a basis, but also guarantees efficiency in the marketing steps to meet customer expectations.

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