

Program customer loyalty "Lexus Concierge Club" = Customer loyalty program "Lexus Concierge Club" / Tengku Randa Prawira

Tengku Randa Prawira, author

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Abstrak

ABSTRAK

Analisis Situasi

Pasar mobil mewah di Indonesia memiliki profil yang unik. Berkat pangsa pasarnya sangat kecil terhadap seluruh pasar otomotif Indonesia, persaingan perusahaan penjual mobil mewah (Agen Tunggal Pemegang Merek) tidak bersaing secara volume penjual semata. Hubungan ATPM dengan konsumennya sangat bersifat tersegmentasi, loyalitas tinggi, dan hubungan emosional. Maka, para ATPM lebih berlomba menyediakan customer services daripada produk mobil semata

Lexus Indonesia sejauh ini telah menjawab fenomena tersebut dengan fungsi customer services terpadu dan berkelas bernama Lexus Concierge Services (LCS). LCS pun diterapkan dengan konsep serta standar kemewahan, personalisasi, dan hospitality. Lexus Indonesia telah mempunya customer loyalty yang tinggi tercermin dari repeat buyer sebesar 60%-70% per tahun.

Walaupun demikian, sistem LCS Lexus Indonesia masih sebatas fungsi -after-sales di mana ?keterlibatan? customer masih sekadar keperluan mobil mereka. Padahal untuk memelihara maupun meningkatkan customer loyalty hendaknya dibuat instrumen layanan yang menciptakan engagement rutin kepada customer. Artinya, Lexus Indonesia membutuhkan cabang baru di sistem LCS yang berfokus kepada program komunikasi terhadap pelanggannya yang bersifat menciptakan keterlibatan rutin terhadap pelanggan Lexus Indonesia.

Tujuan

Meningkatkan dan memelihara keterlibatan rutin pelanggan Lexus Indonesia.

Sasaran

Sasaran program komunikasi:

Menumbuhkan awareness dalam lingkup existing customer mengenai sistem LCS sebagai komitmen Lexus Indonesia untuk menjunjung customer satisfaction.

Membangun reputasi Lexus Indonesia di pasar mobil mewah tentang sistem LCS yang berkelas dan terpadu.

Sasaran bisnis perusahaan:

Meningkatkan repeat buyer pada penjualan mobil sebanyak minimal 75% per tahun.

Meningkatkan penjualan mobil Lexus secara keseluruhan sebanyak 20% per tahun.

Strategi

Pembuatan instrumen untuk customer loyalty program melalui peluncuran special event serta publisitas press conference dan press release.

Khalayak Sasaran

Existing customer Lexus Indonesia

Media Massa

Pesan Kunci

Lexus Indonesia membuat customer loyalty program sebagai bentuk komitmen meningkatkan customer engagement yang bersifat rutin, emosional, dan positif.

Program

Customer loyalty program

Special event

Press conference

Jadwal

Januari ? Desember 2016

Anggaran

Total anggaran yang dibutuhkan sebesar Rp 387,050,000

Evaluasi

Metode evaluasi yang digunakan adalah metode input, output, dan outcome.

Input: evaluasi terhadap segala proses yang berlangsung dalam pelaksanaan kegiatan

Output: evaluasi terhadap sesuatu yang nyata sebagai hasil dari kegiatan

Outcome: pengukuran dampak dan evaluasi hasil pelaksanaan kegiatan.

<hr><i>ABSTRACT</i>

Situation Analysis

Luxury cars market in Indonesia?s automobile industry has a unique profile. Since their market share among the total car market is very small, every luxury car brands not compete against the sales volume primely ? instead, they?re really chasing how to catch the customer loyalty. Their relationship with their existing customer has a very segmented profile, and emotional deep-bond. Due to that condition, many of luxury car brands in Indonesia deployed many personalized customer relations management with their own style.

Lexus Indonesia, so far, has responded to face the reality or the nature of competition on the luxury car segment. Lexus Indonesia has been deployed a integrated customer services system called Lexus Concierge Services (LCS). Furthermore, LCS has been applied with their brand standards like hospitality and personalized luxury experience. Lexus Indonesia confirmed their LCS system usage is in order to meet or even catch a customer loyalty. Their customer loyalty is reflected through 60%-70% repeat buyer every year.

However, Lexus Indonesia?s LCS system currently only having a after-sales function. Which is the engagement from the customers only occur simply because of customer?s car business. Eventough, to gain customer loyalty, a company or brand need more a frequently engagement by deploying a customer loyalty program.

Goal

To gain and maintain the customer engagement through customer loyalty program.

Objectives

Communication program objectives:

- Gaining awareness in existing customers scope regarding the new LCS system.
- Building a Lexus Indonesia reputation about the advanced new LCS system

Company's business objectives:

- Increase the amount of repeat buyer on car sales by 75% minimum per year.
- Increase the whole car sales by 20% per year.

Strategies

Make a tools or instruments for the customer loyalty program through grand launching event that creates publicity on mass media.

Target Audiences

- Lexus Indonesia's existing customer
- Mass media

Key Message

Lexus Indonesia deploying a customer loyalty program as a commitment to build & maintain customer engagement through an emotional and a long-term relationship.

Programs

- Customer loyalty program
- Special event
- Press conference

Schedule

January ? December 2016

Budget

Grand total budget to make these programs is 387,050,000 IDR.

Evaluation

The evaluation method that used in this program is input, output, and outcome method.

Input: an evaluation towards all process that take place in the implementation of activities

Output: an evaluation towards tangible things as a result of activities

Outcome: impact measurement and evaluation of the activities implementation.</i>