



IAL3407

**Customer Relationship Management and
Passenger Satisfaction Survey**

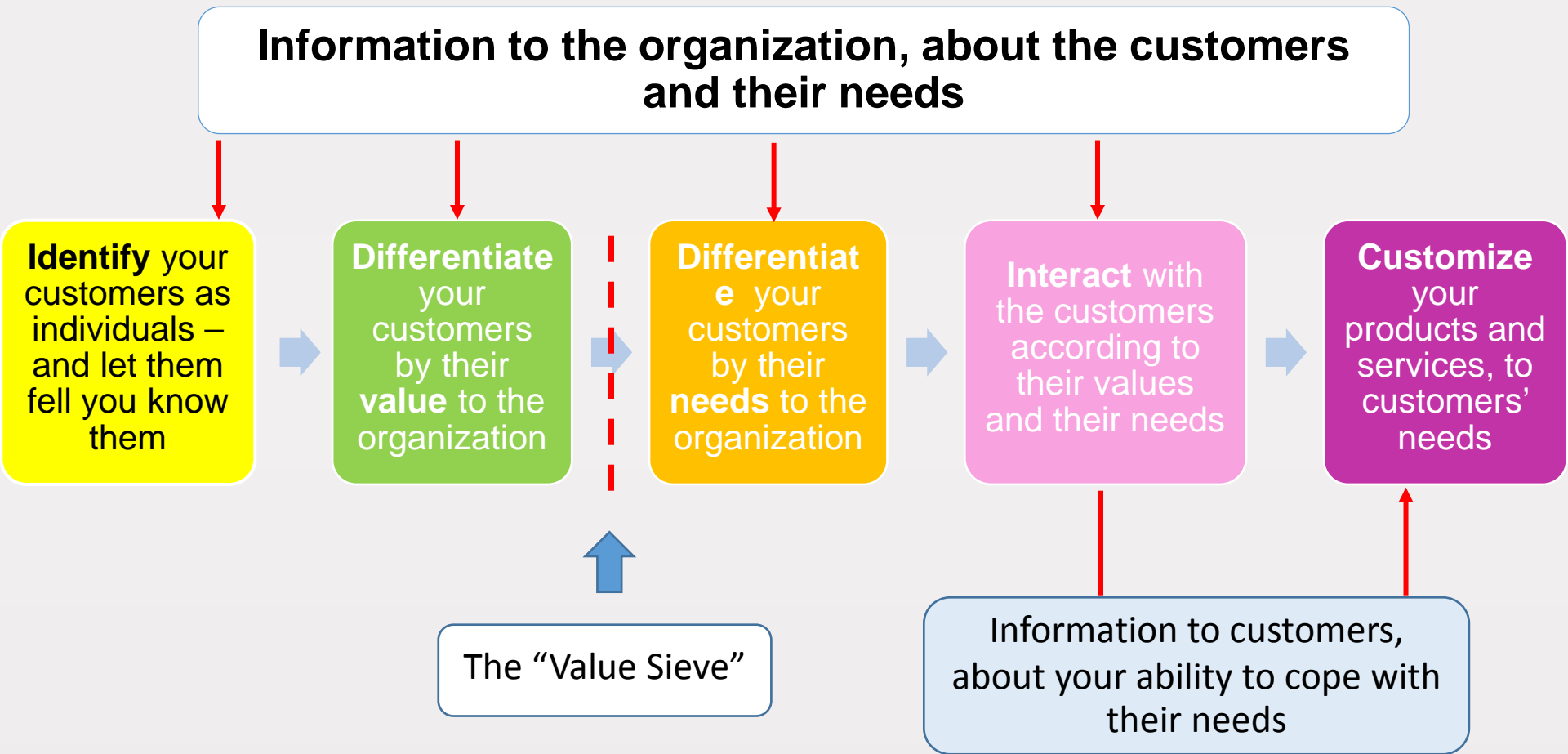
**Four Implementation Tasks for Creating and
Managing Customer Relationship**

IDIC model

The IDIC model was developed by Peppers and Rogers. This model suggests that companies should take four actions in order to the building, keeping and retaining the long-term one-to-one relationships with customers.



IDIC model



Managing Relationship : IDIC

Identify

Differentiate

Interact

Customize





Identify Customers

What Data Do We Need When We Identify a Customer?

1. Behavioral data
2. Attitudinal data
3. Demographic data





Differentiate Customers

Differentiate customer on two bases: value and need

Value: Differentiate your customer to identify which customer is generating most value now and which offer most for the future.

Give more value to those customers who are generating more value for you.

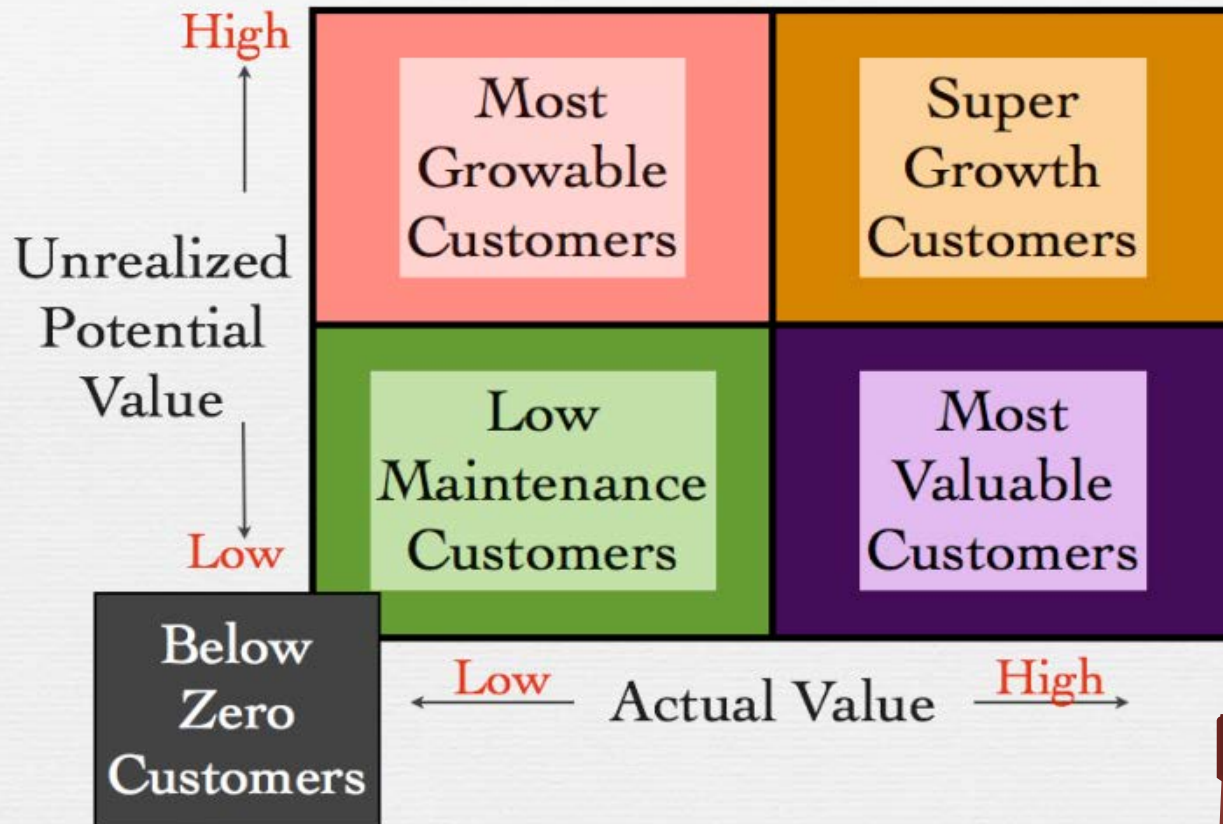
Need: Differentiate your customers according to their needs.

Different customers have different need and serving the in profitable ways need more knowledge about their needs.

Differentiate Customers

Customer Value Matrix

Differentiate customers by their value





Interact with Customers

- The company must emphasize on interaction with the customer to ensure customer's expectations and their relationship with a brand.
- The company must consider Interaction with customers according to their needs and value
- Interaction directly with customers makes believe that company has a concern with customers and company wants to serve them individually.
- These efforts make customers loyal and help the company to build long-term relationships.



Customize

When you differentiate your customers according to their values and needs, then, you have to customize your product according to their needs and values.

Customize the offer and communications to ensure that the expectations of customers are met. Interact to customize is information to customers about your ability to cope with their need.

IDIC process implementation model

2 Broad Categories



Managing Relationship : IDIC

Customer Insight

← Analytical CRM →



Identify

Customers as
unique, addressable
individuals



Differentiate

Customers by
their value &
needs

Customer Experience

← Operational CRM →



Interact

With customers
efficiently and
effectively



Customize

Some aspect of
the company's
behavior

IDIC process implementation model

2 Broad Categories

Insight

Analytical customer relationship management (CRM) or
“Customer Insight”

Focus on the strategic planning needed to build customer value, as well as the cultural, measurement, and organizational changes required to implement that strategy successfully



Identify

Differentiate

IDIC process implementation model

2 Broad Categories

Action

**Operational CRM
or Customer
Experience**

Focus on the changes in process affecting the day to day operations of an organization



Interact

Customize



Activity

- Answering IDIC from the case study