



CRM TECHNOLOGY IN AFTER SALES AS THE MAIN STRATEGY FOR CUSTOMER RETENTION IN OCISTOK

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Abstrak

Dalam era digital, persaingan bisnis semakin ketat, terutama dalam industri *e-commerce business to business (B2B)*. Ocistok, sebagai platform penyedia produk grosir impor China, menghadapi tantangan dalam mempertahankan pelanggan (*Customer Retention*) setelah transaksi awal. *Customer Relationship Management (CRM)* menjadi solusi utama dalam strategi *after sales* untuk meningkatkan loyalitas pelanggan dan nilai bisnis jangka panjang. Artikel ini bertujuan untuk menganalisis bagaimana *CRM (Customer Relationship Management)* membantu meningkatkan kepuasan pelanggan melalui personalisasi layanan, komunikasi yang efektif, dan pengelolaan data pelanggan yang optimal yang memungkinkan Ocistok memberikan pengalaman yang lebih relevan dan responsif. Analisis kepuasan pelanggan terhadap pengalaman berbelanja di Ocistok menggunakan data yang diambil dari *Google Rating* untuk mengukur tingkat kepuasan pelanggan dan mengetahui kendala pelanggan pada layanan *after sales*. Hasil artikel ini menunjukkan bahwa penerapan *CRM (Customer Relationship Management)* mampu meningkatkan *Customer Retention* secara signifikan dengan memperkuat *engagement* pasca pembelian, menyediakan dukungan pelanggan yang lebih cepat, serta memberikan penawaran yang disesuaikan dengan kebutuhan pelanggan. Dengan strategi ini, Ocistok tidak hanya meningkatkan loyalitas pelanggan tetapi juga mengoptimalkan profitabilitas bisnis dalam jangka panjang.

Kata kunci: CRM, After Sales, Customer Retention, Ocistok.

Abstract

In the digital era, business competition is getting tougher, especially in the business to business (B2B) e-commerce industry. Ocistok, as a Chinese imported wholesale product provider platform, faces challenges in customer retention after the initial transaction. Customer Relationship Management (CRM) becomes a key solution in the after sales strategy to increase customer loyalty and long-term business value. This article aims to analyze how CRM (Customer Relationship Management) helps improve customer satisfaction through service personalization, effective communication, and optimal customer data management that enables Ocistok to provide a more relevant and responsive experience. Analysis of customer satisfaction with the shopping experience at Ocistok uses data taken from Google Ratings to measure customer satisfaction levels and find out customer constraints on after sales services. The results of this article show that implementing CRM (Customer Relationship Management) can significantly increase customer retention by strengthening post-purchase engagement, providing faster customer support, and providing offers tailored to customer needs. With this strategy, Ocistok not only increases customer loyalty but also optimizes business profitability in the long run.

Keywords: CRM, After Sales, Customer Retention, Ocistok.

A. INTRODUCTION

The B2B e-commerce industry is experiencing rapid growth in the digital era as evidenced by the increasing number of

platforms that provide wholesale products. Competition between companies has become increasingly fierce, especially in attracting and retaining customers. One of the biggest

challenges in the e-commerce business is not only getting new customers, but also ensuring that customers who have already transacted remain loyal and make repeat purchases.

Ocistok, as a B2B e-commerce platform focusing on imported Chinese wholesale products, has great potential in building customer loyalty. However, without an effective customer retention strategy, customers tend to move to competitors that offer better services, more competitive prices, or a more satisfying shopping experience. In this context, after sales becomes a crucial aspect in maintaining long-term relationships with customers.

While technological developments allow companies to better manage customer relationships through Customer Relationship Management (CRM) systems, CRM is not just about using technology to collect customer data, but also about building meaningful relationships with customers through consistent and relevant interactions (Peppers & Rogers, 2004).

Technical support is also the main focus of Ocistok by providing easy access through platforms that support CRM functions. The following is the implementation of a platform that supports CRM functions at Ocistok including; structured customer data management through the Order Management System (OMS) platform, containing customer data, order data, and tracking data,

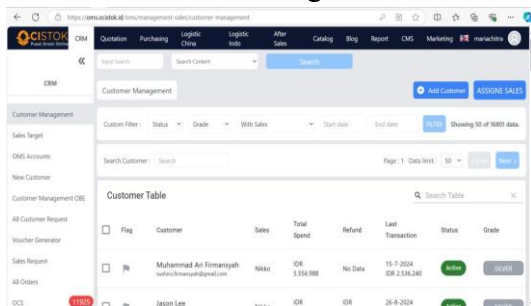


Figure 1. Order Management System (OMS)

then a loyalty program that provides attractive offers based on the frequency of

customer purchases, with the following explanation:

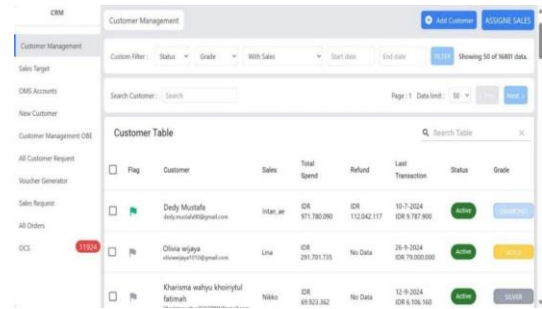


Figure 2. Loyalty Programs

1. Diamond: Within a certain period of time, orders with a total nominal value of more than Rp 500,000,000 will get shopping voucher benefits in the form of free shipping, shopping discounts, special prices, and smaller service fees. The most important thing in this Diamond Grade is priority delivery (no queuing).
2. Gold: Within a certain period of time, orders with a total nominal value of Rp 100,000,000 to Rp 500,000,000 will get special prices and smaller service fees.
3. Silver: Within a certain period of time order with a total nominal value of Rp 100,000,000,000, but the service fee does not change.

Ocistok also has some other programs, namely:

1. Free Shipping Program: For Jabodetabek area only and there is a minimum purchase of Rp 1,000,000 (valid for all grades).
2. New Customer: Especially new buyers or customers get a shopping discount of Rp 200,000.
3. Instalment Program: This program is an installment program so that customers can pay 50% at the beginning (DP) and pay the rest after the goods arrive at their destination.

In B2B, customers buy in large quantities of goods and the products to be received by customers are very important because customers in B2B transactions are suppliers, so

the products received must be in good condition and the right amount. However, it is inevitable that there is an error in the number of goods received by the customer because the Chinese supplier processes it and the import shipment of goods has a higher risk of being damaged because of this the company must prepare the right policies and strategies through after sales services. Below is the process of handling customer complaints,

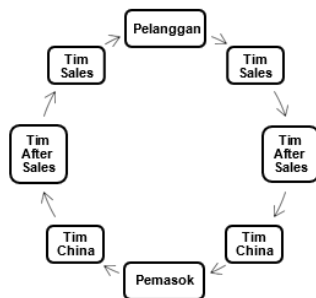


Figure 3. Flow of Complaint Handling

1. The customer communicates the problem with the Sales team, then the Sales team informs the After Sales team through the DingTalk platform,
2. After Sales team reviews by fact-checking through OMS and 1688 or Taobao platform, then After Sales team communicates with China team about the problem,
3. After that, the After Sales team informs back to the Sales team and continues the information to the Customer.

B. IMPLEMENTATION AND METHOD

The implementation of the internship at Ocistok which is located in the Wisma Iwi Building, Jl. Arjuna Sel. No.75 2, RT.2 / RW.12, KB. Jeruk, Kec. Kb. Jeruk, West Jakarta City, Special Capital Region of Jakarta, this internship was carried out for 4 months, where I was placed in the field of Business Development in the After Sales section. Internship working hours are for 5 working days from Monday to Friday at 08.30 to 17.30 WIB, with a break at 12.00 to 13.00 WIB, while

Friday starts at 11.30 to 12.30 WIB. In the field of Business Development also has other sections, namely, Purchasing International and Product Owner.

After sales handles complaints with several categories, including;

1. Out of Stock, means that the item or product that has been ordered by the customer is not available because it is out of stock.
2. Lost at Custom, means that the goods are lost or have problems during inspection at customs, but Lost Custom can also occur if the supplier does not send a complete order.
3. Broken, a condition where the goods ordered are damaged, either during the shipping process or due to defects from the factory. This can include items that are broken, cracked, crushed, or do not function properly when received by the customer.
4. Return, which is the process of returning goods by customers for various reasons, such as the goods received are broken, not as ordered, and the customer refuses compensation.

The following are some of the activities during the internship at Ocistok, among others;

1. Checking the order with the order number given by the Sales Team.

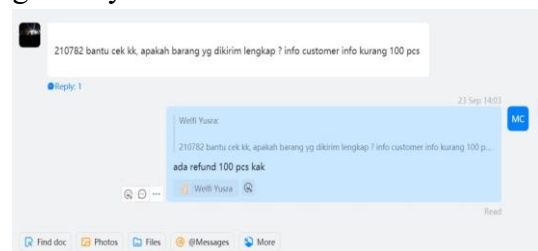


Figure 4. Checking Customer Complaints

2. Calculate if there is a price difference, the value of compensation to be given to the customer and review whether or not the quantity ordered by the customer is the same as that received by the customer.



Figure 5. Calculate Compensation and Refund

3. Manage returned goods by categorizing them according to the order number, after which they are recorded in Excel data.



Figure 6. Quality Control of Returned Goods

4. Create a handbook for filing complaints

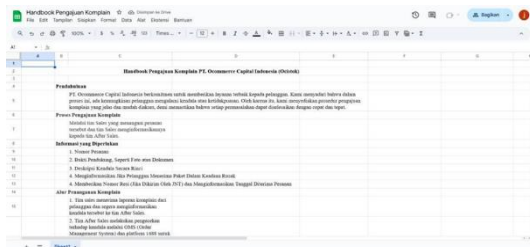


Figure 7. Complaint Handbook

5. Recapitulate refund data with the Lost at Custom category from January 2024 to May 2024.

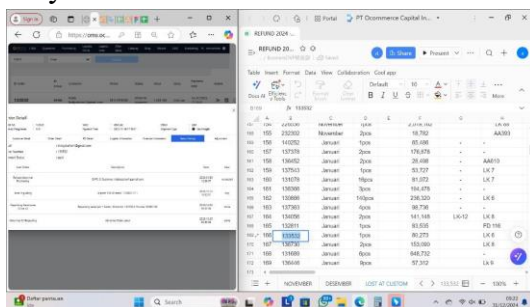


Figure 8. Order Data "Lost at Custom"

customer loyalty and satisfaction with the company driven by providing good after sales services to improve customer experience this will increase customer satisfaction, which in turn increases loyalty (Lovelock & Wirtz, 2011).

Ocistok focuses on improving customer experience through after sales services to increase customer satisfaction and loyalty to have a good impact on customer retention. Customers can submit complaints to the Sales Team online, if it is found that the complaint must be returned, Ocistok will cover the local shipping costs and customers can check the status of the complaint regularly on the Ocistok platform. This transparent flow will make it easier for customers and provide comfort and security for customer issues.

The success of CRM implementation in after sales can be proven by showing ratings or reviews given by customers. Currently, Ocistok uses Google Rating as a measure of customer satisfaction with the shopping experience at Ocistok which will increase customer loyalty.

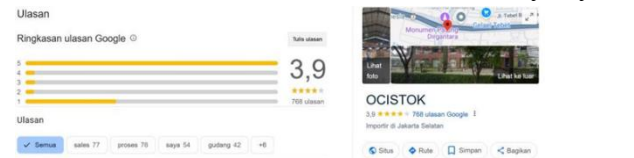


Figure 9. Source: Google Rating

Google Rating Ocistok 3.9 with a total of 768 reviews, then calculate the approximate percentage of each star category:

Table 1. Percentage of Ocistok Reviews

Category	Amount	Percentage
Rate 5	384 reviews	50%
Rate 4	77 reviews	10%
Rate 3	77 reviews	10%
Rate 2	38 reviews	5%
Rate 1	192 reviews	25%
Amount	768 reviews	100%

Based on the data above, the number of 5-star reviews (384 reviews) is twice as many as 1-star reviews (192 reviews), indicating that

C. RESULT AND DISCUSSION

CRM has a significant influence on

more than half of the reviews (50%) give very favorable reviews.

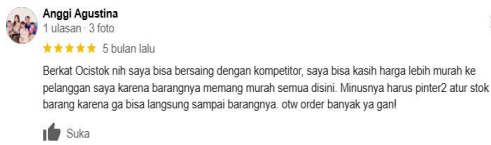


Figure 10. Competitive Price Satisfaction

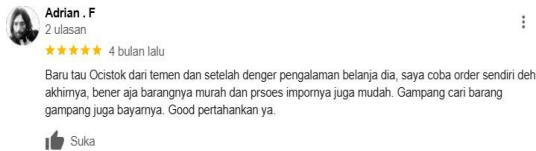


Figure 11. Customer Loyalty

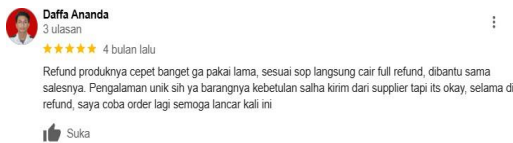


Figure 12. After Sales Service

Based on the three reviews above, it can be concluded that CRM in good after sales service plays an important role in increasing customer satisfaction and loyalty, which has a direct impact on increasing customer retention. Customers are satisfied because Ocistok offers competitive prices, ease of ordering, searching for goods, and payment. In addition, there is the speed and smoothness of the refund process even if there is an error in the delivery of goods, which shows that fast and proper handling of complaints according to procedures is very important in maintaining customer trust. This combination of competitive pricing, ease of transactions, and efficient complaint handling is key in creating satisfaction and loyalty, thus driving increased customer retention.

However, there are also a number of customers (25%) who are not satisfied. This could be an indication that the company needs to pay attention to complaints to improve service quality and reduce the number of negative reviews.

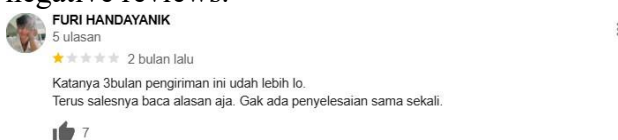


Figure 13. Delivery Estimation Constraints

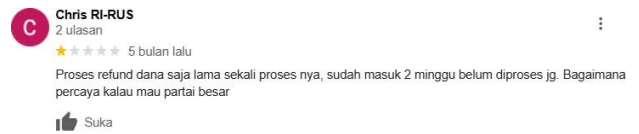


Figure 14. SOP Refund Constraints

Based on the 1-star reviews, customers expressed dissatisfaction mainly regarding the delivery time and also the refund process which was considered too long. Although Ocistok has informed the estimated delivery time which ranges from 1 to 3 months, some customers may not realize or understand this well.

Evaluation of this Google Rating analysis provides an objective picture of customer satisfaction levels and identifies areas for improvement, such as dissatisfaction with delivery times and the refund or compensation process.

However, there are some areas that could be improved, regarding customer dissatisfaction related to delivery times that could be expanded, especially regarding how the company can educate customers about delivery times that cannot be determined because they could be longer or faster than the estimated time. In addition, the handling of customer complaints related to damage or shortages of goods needs to be further explained. Although the company has a Standard Operating Procedure (SOP) for handling complaints, the time required for resolution can lead to customer dissatisfaction. Therefore, improvements in complaint management and providing regular updates to customers through enhanced CRM technology can improve customer experience.

In addition, although this analysis has used data from Google Ratings, it would be better to involve other data sources such as surveys or interviews with customers to get a more comprehensive picture of the customer experience. Combining this data will provide more information about the impact on customer retention and company profitability.

D. CONCLUSION

Conclusion

Technological advances provide convenience for all industrial sectors. As for the advancement of internet technology, it makes it easier for companies to get closer to customers through CRM. This makes CRM an important key for companies to be customer-oriented in order to increase customer satisfaction.

Companies that are able to provide a positive experience, both in purchasing and after sales service, have a great opportunity to retain customers and build long-term relationships. Ocistok, through CRM technology on responsive after sales service and loyalty program, has succeeded in creating customer satisfaction that leads to loyalty. Data from Google Rating shows that the majority of customers are satisfied, although there are still a number of complaints that need attention, such as delivery time and complaint handling that takes a long time will be a factor that can affect the overall customer experience.

Good customer service and adequate technical support at Ocistok are also important factors in creating a positive experience after purchase. Ocistok has implemented an effective loyalty program to encourage customers to continue shopping and feel valued. In addition, the company's actions in responding to customer feedback through CRM and after sales demonstrate Ocistok's commitment to continuously improving service quality.

Recommendations

While Ocistok has shown positive efforts in improving its CRM and after sales service, there are some areas for improvement. Handling delivery times with more transparent and efficient features, as well as clearer

communication regarding the complaint handling process, will help reduce customer dissatisfaction. In addition, more comprehensive data collection through surveys or in-depth interviews can provide deeper insights into customer experience and further improve service quality.

Overall, Ocistok's superior after sales service contributes greatly to customer loyalty and the long-term success of the company. By continuing to focus on customer satisfaction and experience supported by CRM improvements, Ocistok can strengthen customer retention, which in turn has the potential to increase the company's profitability.

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