

Analysis and Research of Customer Relationship Management --taking Haidilao as an example

KE XU

¹Department of E-Commerce, Shenzhen Tourism College, Jinan University, China

Abstract

With the continuous development of the economy, the consumption level of residents continues to improve, and the consumption demand of consumers is also constantly improving. With the popularization and development of the Internet, the management mode of enterprises has also undergone great changes. Internet thinking is also catching on in businesses. In this context, customer relationship management (CRM) has also developed rapidly in our country. For the service industry, customer relationship management is an important means to improve its market competitiveness and gain more profits. Haidilao is in a leading position in China's hot pot industry, and one of the reasons for its success is that it is a company that attaches great importance to customer relationship management. This paper takes Haidilao as an example, guided by the theory of customer relationship management, introduces the current status of Haidilao company and customer relationship management, and analyzes the existing problems in Haidilao customer relationship management. Some suggestions are put forward to improve the customer relationship management level of Haidilao, including customer-centric service marketing; Strengthening interaction with customers; Establishing a sound information system; Improving staff quality; Strengthening brand building and so on. This paper studies the customer relationship management of Haidilao and puts forward some suggestions, aiming at providing strategic reference and decision support in the field of customer relationship management to Haidilao hotpot chain stores and other enterprises in the industry to promote the optimization and improvement of management efficiency.

Keywords: Customer relationship management, Haidilao, customer relationship maintenance

Date of Submission: 09-08-2024

Date of acceptance: 21-08-2024

I. INTRODUCTION

In the increasingly fierce market competition environment, the rapid development of the economy, the improvement of people's living standards, the change of consumption concepts, the upgrading of demand, and the higher and higher requirements for products. Customer relationship management (CRM) is a modern management concept and technology that enterprises can collect, analyze, process and apply to customer information to improve customer satisfaction, loyalty and satisfaction, and ultimately improve corporate profits.

Customer relationship, in essence, refers to a dynamic connection of interdependence, function and influence between enterprises and customers. This relationship goes beyond simple transactions,

Enterprise customer relationship management can reduce the cost of maintaining old customers and developing new customers, reduce the transaction cost between enterprises and customers, bring a steady stream of profits to enterprises, promote incremental purchases and cross-purchases, improve customer satisfaction and loyalty, and integrate various resources of enterprise customer service^[1].

This paper takes Haidilao Hot Pot City as the research object, through analyzing the current situation and existing problems of Haidilao customer relationship management, puts forward some suggestions to improve Haidilao customer relationship management, hoping to provide decision-making help to Haidilao Hot Pot City and other enterprises in the same industry.

II. OVERVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT THEORY

Customer relationship refers to interdependence and mutual influence between enterprises and customers. The relationship between enterprises and customers goes beyond the simple scope of the transaction, which is not only the relationship of purchase and sale but also the relationship of interests and partnership. It is different from interpersonal relationships in the ordinary sense. Because establishing customer relationships cannot be achieved by "treating," "giving gifts," and so on. Instead, customer relationships must be "pragmatic" and must be based on solid benefits that create value for customers.

There are three core elements to consider when defining the customer concept. First and foremost is the multiplicity of customer identities, i.e., they may not be the end users who directly consume the product or

service. In the supply chain ecosystem, upstream enterprises may regard downstream business entities (including primary and secondary wholesalers, retailers, and logistics service providers) as their customers, while the users of the final product, that is, consumers or institutions, are the ultimate destination of services. Second, the non-identity of the concept of customer and user means that some participants in the supply chain (such as wholesalers and retailers) exist as customers of manufacturers but only become users of upstream manufacturers when they directly consume these products. Finally, the scope of the customer cannot be ignored, and its boundaries have gradually extended beyond organizational boundaries to the enterprise. The concept of internal customers has become increasingly important, and they cover all relevant parties in the internal processes of the enterprise (including colleagues in the upstream and downstream processes, supply chain partners, etc.). By including these internal customers, enterprises can achieve seamless integration and efficient flow of services.

The research content of customer management covers the following contents. The first is to build a customer relationship system, which can be subdivided into three steps: deepening customer cognition, selecting customer groups, and transforming target customers and potential customers into actual consumer groups. Secondly, it studies the maintenance of customer relationships, which includes five aspects: mastering customer information, hierarchical management of customers, establishing effective communication mechanisms, improving customer satisfaction, and realizing customer loyalty. Finally, how to repair the damaged customer relationship and how to recover the lost customers.

III. HAIDILAO CUSTOMER RELATIONSHIP MANAGEMENT STATUS AND SUGGESTIONS

Haidilao can achieve such remarkable achievements not only because of the impressive service experience but also because of its unique management model. Since the establishment of the brand, Haidilao has always adhered to the principle of customer first and is committed to improving customer satisfaction and loyalty. Haidilao improves the dining experience of consumers through continuous innovative service methods. Haidilao strives to be perfect so that every meal becomes an unforgettable memory in the hearts of customers. Customer relationship management goals of Haidilao are basically the same as those of other industries. By making plans, building an efficient organizational structure, using modern customer relationship management systems, and optimizing service business processes, Haidilao can find more potential customers, attract customers, and maintain and strengthen customer relationships. Finally realize the overall improvement and maximization of customer value^[2].

In this highly competitive food and beverage market, Haidilao Hotpot City constantly emphasizes the establishment of long-term and stable relationships with customers. Through careful customer analysis, accurately grasp the needs and expectations of customers, so as to provide more intimate service. In addition, Haidilao also insists on starting from the perspective of customers and putting themselves in their shoes, whether it is the innovation of dishes, the comfort of the environment, or the optimization of the service process, in order to better meet the diversified needs of customers. It is this customer-centric service concept that makes Haidilao establish high loyalty and satisfaction in the hearts of customers. Haidilao divides its customers into four levels and formulates rules for the promotion and demotion of members so that different customers can enjoy its proprietary services. Haidilao provides exclusive activities for the Black Sea members with the most contribution; they can get birthday gifts, carry out remote network numbers, etc., so as to encourage customers to increase consumption^[3].

Although Haidilao's brand influence has been widely recognized, it still faces both challenges and opportunities in customer relationship management. How to further enhance customer stickiness and how to effectively manage potential customer churn, this article gives the following suggestions:.

The introduction of big data and AI technology to analyze customer consumption habits, preferences, and feedback to provide customers with a more personalized service experience. Through precision marketing, such as personalized recommendations based on a customer's order history, or exclusive offers and surprises on special days, such as a customer's birthday. Focus on the latest trends and technological developments in the catering industry, such as intelligent ordering systems, unmanned delivery services, etc., to improve service efficiency and customer experience. At the same time, the membership system is optimized to provide different levels of privileges and services according to the membership level, such as priority booking, exclusive seats, points redemption, etc., to enhance members' sense of belonging and loyalty. Identify potential lost customers through data analysis, analyze the loss reasons, and formulate targeted recovery strategies. For example, sending wake-up messages or emails to members who have not consumed for a long time, offering exclusive offers, or inviting them to participate in new product tasting activities. For customers who have lost, maintain gentle contact and understand their new needs and expectations to leave room for possible future cooperation.

In addition to optimizing material services, Haidilao should also pay attention to the emotional connection with customers, strengthen the emotional communication with customers, and establish the emotional bond between the brand and customers through various channels. For example, food sharing

meetings, theme parties, and other activities are held to establish customer communities, encourage interaction and sharing among customers, and let customers feel the temperature and humanistic care of the brand to stimulate the spontaneous spread of brand reputation. Pay attention to listening to customers, ensure that customer feedback is timely responded to and properly handled, and create a positive community atmosphere. Haidilao should strengthen the dissemination of brand culture and shape the value system shared with customers so that customers not only choose Haidilao because of its products and services but also because they resonate with its brand concept and values and have a sense of belonging.

IV. CONCLUSION

Therefore, this paper takes Haidilao as the research object, analyzes the current situation and existing problems of Haidilao customer relationship management from the perspective of customer relationship management, and puts forward some suggestions to improve Haidilao customer relationship management, hoping to provide reference for Haidilao and other catering enterprises in China so that they can better implement customer relationship management. Only by keeping up with market trends can it continue to maintain and expand its market share while also providing customers with a more comfortable dining experience. In the future, if Haidilao can continue to break through and innovate in customer service, it will certainly usher in broader development prospects.

REFERENCES

- [1]. Wang Lu. Customer segmentation based on customer value of J company and countermeasure research [D]. Inner Mongolia university of science and technology, 2020. The DOI: 10.27724 /, dc nki. GNMKG. 2020.000597.
- [2]. Ren Qilong, Qu Yaojia. Analysis and Research on Customer Relationship Management -- Beijing Haidilao Hotpot City as an example [J]. Shanxi Youth, 2016, (01): 236+234.
- [3]. Liu Chunyu, Ge Shengnan, Zhang Can. Analysis on the maintenance of enterprises Customer relationship: taking Haidilao as an example [J]. Business News, 2020, (02): 17