

Технический прогресс и новое эффективное массовое производство принесло массовое распределение товаров. Двадцатый век стал, таким образом, веком распределения. Индивидуальный маркетинг стал как бы не нужен; хотя современная технология делает возможным и массово-индивидуализированное производство. С некоторым упрощением можно также сказать, что технология, которая дала возможность массовому рынку сама же его и индивидуализирует.

Все вышесказанное позволяет утверждать, что тезис – маркетинг-реляция не является совсем новым явлением и это доказывает практика. К примеру, парадигма так называемых «четырёх пи» маркетинга, господствующая в последние сорок лет XX века, была определена сущностью философии общего массового маркетинга. В последние годы, наряду с созревaniem рынка и нарастанием огромной конкуренции, самым важным фактором всей предпринимательской деятельности становится поиск постоянного, преданного клиента, удержание долгосрочных связей с ним. Таким образом, уже формулируется задача новой трактовки и подхода к так называемому партнерскому (релятивному) маркетингу, который в перспективе позволит нарастить конкурентные преимущества фирмы за счет учета индивидуальных потребностей постоянных клиентов, а во всем этом немалая роль принадлежит аквизиции.

## Литература

1. M. Rydel. Węzkie problemy marketingu. Uniwersytet Gdański, Gdańsk 1991, s. 239.
2. Szulcki T. Promocja. Agencja Wydawnictwa Placet, Warszawa 1995, s. 137.
3. D. Jackson, W. Cnirgham. Selling, the personal force in marketing. Wiley Inc., New York 1968, s. 339-343.
4. З. Ненци. Негоциации в бизнесе. Изд. Профсоюзной Школы Бизнеса, Краков 1991.
5. Н.Я. Сацлов. Практический менеджмент. ИКФ «Станкер» 1998.
6. McKenna R. Relationships Marketing. Advisor Wesley Publishing Co., London 1992.
7. Grönroos Ch. Quo Vadis, Marketing? Toward a Relationship Marketing Paradigm. Journal of Marketing Management 10/1994.
8. Gummesson E., The New Marketing: Developing Long-term Interactive Relationships. Long Range Planning 4/1987.
9. Palz E. Michaleki. Marketing (Podrecznik akademicki), Wyd. Naukowe PWN, Warszawa 2003.

*Dr inż. Agnieszka Widawska-Stanis*

*Service Marketing Department, Faculty of Management Czestochowa University of Technology*

## CLIENTS' DATABASES WITHIN MANAGEMENT OF SERVICE ENTERPRISE

**Abstract** The paper presents opportunities of usage clients databases within service enterprise. Thanks to usage of modern techniques and marketing tools, based on created and continuously updated database, it is possible to adjust offers to individual expectations of clients more efficiently. That can result in competitive advantage and market success.

## Introduction

Services are a sector that develops very quickly and efficiently. In contrary to tangible goods, wares and articles, services are acts, processes of intangible character.

Discussing databases usage within services sector and service market, it is worth mentioning that this group of products increase their market share constantly. In highly developed economies services share 60% of gross domestic product (GDP)<sup>1</sup>. Besides the quota within consumption, export, import and employment is growing. 80% of employees work for service sector. Finances, education, medicine, transport, information, telecommunication, consulting and leisure are groups of services of growing importance.

<sup>1</sup> K. Rogoziński, R. Nicholls, Marketing usług na przykładach, Wyd. AE w Poznaniu, Poznań 2001, p.12

## Service activity

According to A. Payne service can be defined as any kind of action including element of intangibility that is based on influencing clients or objects and proprieties they possess but not resulting in ownership transfer. Although the transfer can take place and service performance can or not be strongly connected with a good<sup>1</sup>. Services can also include more or less amount of tangible elements. That is the reason for the following grouping of products:

- pure tangible goods with no services accompanying the product,
- tangible goods with accompanying services,
- hybrids - products consist of equal parts of goods and services,
- major service with accompanying minor goods and services,
- pure service.<sup>2</sup>

Summing up, service is a kind of activity that can be performed by service provider to satisfy customer's needs and expectations.

Tempo of changes that limit all aspects of life, also affects service market. There are also rapid and difficult to be predicted changes in the area of customers' needs and expectations. They have never changed so quickly. Enterprises, that offer services and care about quality level of their products, must assure performance of exact kind of service the customer is expecting. Understanding the need for quality assurance while servicing and managing it, may be obtained by planned systems of training and apprenticeships - they set a base for further introduction of particular techniques of quality control. It also requires creation of customer's databases and their continuous updating and evaluation.

Unfortunately it is not possible to prepare an offer satisfying all customer's needs. Being successful within modern, strongly diversified market depends on precise information and knowledge about particular groups of customers. Marketing actions and tools are useful only if they are based on adequate knowledge about customers. Ability to recognise and use information from markets is one of basic requirements when presence and operating of an enterprise is considered.

## System of information about clients

Marketing actions and tools are useful only if they are based on adequate knowledge about the market, as mentioned previously. Modern, individualised marketing requires gathering of large amount of information (more or less useful) and at the same time its (information) skilful acquisition and usage. It is possible thanks to technologically advanced, modern systems of information about clients.

Among many possible utilisation of information technology, when service provider's operating and changes introduction within the enterprise are considered, the most important are:

- facilitation in the area of gathering necessary for the process information
- facilitation of data analysing
- possibility to reform unstructured process into routine transaction (customer servicing - aut.)
- facilitation of changes introduction within process's sequence of actions and enabling simultaneous proceeding of some of its elements,
- enabling of information accessibility irrespective to place of their storage
- enabling accessibility to knowledge and expertise sources and their unlimited transfer
- enabling to eliminate needless middlemen in the process
- enabling easier monitoring of proceeding the whole process and its element
- ability to replace human factor within the process or reduction of its share.<sup>3</sup>

<sup>1</sup> A. Payne, Marketing usług, PWE, Warszawa, 1996, p. 20

<sup>2</sup> Ph. Kotler, Marketing Management, Prentice Hall International, 2000, p. 429

<sup>3</sup> J. Unold, Systemy informacji marketingowej, Wyd. AE, Wrocław 2001, p. 19

Ability to possess and use that kind of information is one of basic requirements when existence and development of an organisation is considered. A database is a tool most frequently used in this case.

### Customer database

Database can be described as a list saved in the computer. That is the simplest explanation although not describing new quality and unlimited abilities of modern data basis. Thanks to common accessibility of information systems, databases are tools extremely important in marketing. Ability to save, select and assimilate data enable possessing of exceptional information about clients that can be used later on to reach customers and produce special and profitable offer for them.

Well design database enables: <sup>1</sup>

- identification of the most profitable clients,
- conducting more intensive trade transactions with them,
- recognition and qualifying the best potential clients,
- turning them into customers,
- setting a list of former customers that still can be customers in future,
- reinstatement of a customer status among former customers,
- choosing the most profitable products,
- development of price and promotion policy,
- recognition of market opportunities,
- creation of new strategies to be used within new markets,
- effectiveness measurement,
- losses reduction and productivity raise,
- estimation of distribution channels effectiveness,
- lowering costs and rising the level of sale.

Usage of databases in case of service enterprise can be described as interactive attitude towards marketing, using individually addressed media and channels. This attitude is mainly aimed on intensive stimulation of demand within target markets, intensing assistance offered to markets participants, constant presence by individual client, registration of all market happenings in databases and constant rising of quality level of all contacts with clients (through recognition of their preferences, habits and likes).

The more is known about clients, the easier it is to offer them a service meeting their requirements and needs. From organisational point of view data concerning contacts with clients and their history are of crucial significance. These are:

- number and a date of client's credit card expenditure;
- date and sum of previous payment for a service;
- number of purchases and their costs with dates or sum of expenditures for certain period of time;
- the credit list - a list of customers who bought products (goods or services) and did not pay their dues or instalments;
- the list of reluctants, who don't like when packages are delivered to them and they informed organisation about it

Basic categories of data about clients that is used to gather and store information was proposed by Graem McCorkell. He divided the data into following groups:<sup>2</sup>

<sup>1</sup> J. Otto, Marketing relacji. Koncepcja i stosowanie. Wydawnictwo C.H.Beck, Warszawa 2001, p. 201

<sup>2</sup> A. Wicher, Wiedzieć wszystko o kliencie, Marketing w praktyce, nr 10, 2001, p. 55

- contact data - include all necessary information needed to enter into communication with clients; that can be: name, surname, address, telephone number, fax number, e-mail and in case of business relations - occupied position and name of a company,
- classification data - completing contact data; it may include data concerning customer's life style, current life stage, these information is used to profile clients frequently,
- transactional (behavioural) data - including history of contacts between clients and organisation, this information allows to possess knowledge about purchase history, what kind of payment is preferred, what, when and for how much was bought,
- channel data - that allows to possess information which distribution channel is used by selected clients, this kind of information is of particular importance for companies operating within different distribution channels,
- promotion data - it is used to register all information that clients receive during promotion campaign, also customer response to used promotion forms can be registered - this way their effectiveness can be estimated.

Creation of adequate data base is very important. To reach that goal it is crucial to conduct database properly with particular attention put on its updating. This requirement refers to the following areas: frequency of purchase of target groups of clients, their present and last purchases (regency of purchase), their expenses level relating to offers edited out (monetary value). These requirements are known as RFM formula (RECENCY, FREQUENCY, MONETARY VALUE)<sup>1</sup>. The data possessed this way are used to:

- estimate habits characteristic for last purchases and forecasting future sale,
- development of adequate promotion and price policy,
- recognise new market opportunities,
- creation of new strategies to use new markets,
- effectiveness estimation measurement,
- losses reduction and productivity rise,
- estimation of distribution channels effectiveness,
- lowering costs and rising the level of sale.

Once prepared, the database is not useless after its usage. In contrary, after its completing it can become a source of information how particular clients responded to signals emitted by an organisation, and if they did - in what range. It allows to eliminate passive and unprofitable clients. Updating information about clients and previous transactions may be very useful in case of new products (services) introduction. Information about customers may also be used while market research is conducted. This way it is possible to examine opinions about offered assortment. Supply department may also use the database. It can help to establish priorities of deliveries importance that allows to minimise risk of customer losing.

Databases are elements as important as technical and substantive base, gathered asset or personnel. That is the reason of particular attention put on new issue - data exploration, data processing technology. Data exploration is a process of automatic and effective detection of generalised rules and knowledge contained in databases. Through usage of adequate set of methods and tools, it allows to possess information not as a result of the data directly, but counter ratios and relations among them.<sup>2</sup>

<sup>1</sup> J. Otto, Klient z komputera, Businessman Magazine, 1994, nr 3, p. 74

<sup>2</sup> P. Dobski, Baza danych, Marketing w praktyce, 1998, nr 1, s. 38

## Summary

Nowadays database possessing is very important in every kind of organisation, operating in any business. Its administration is influencing all aspects of marketing actions and rises their efficiency. For further development of databases decreasing costs of data gathering and processing is crucial. Low costs of electronic management of contacts and dialogue with clients becomes a very powerful marketing tool.

Advantages of customer databases usage within service entrepreneurs are indisputable. Thanks to databases managers can govern customers relations more efficiently, understand clients, manage servicing and sale processes, introduce efficient marketing campaigns and understand market functioning considerably better.

## Bibliografia:

1. Doksi P., *Baza danych. Marketing w praktyce*, 1998, nr 1
2. Kotler Ph., *Marketing Management*. Prentice Hall International, 2000
3. Otto J., *Marketing relacji. Koncepcja i stosowanie*, Wydawnictwo C.H.Beck, Warszawa 2001
4. Otto J., *Klient z komputera*. Businessman Magazine, 1994
5. Payne A., *Marketing usług*. PWE, Warszawa, 1996
6. Rogoziński K., Nicholis R., *Marketing usług na przykładach*. Wyd. AE w Poznaniu, Poznań 2001
7. Uncia J., *Systemy informacji marketingowej*. Wyd. AE, Wrocław 2001
8. Wicher A., *Wiedzieć wszystko o kliencie*. Marketing w praktyce, nr 10, 2001

Dr inż. Katarzyna Łazorko

Service Marketing Department, Faculty of Management Czestochowa University of Technology

## LOYALTY PROGRAMMES AND THEIR USAGE AND RESTRICTIONS IN CLIENTS' CONTACTS MANAGEMENT WITHIN SERVICE MARKET

**Abstract:** The paper is a presentation of modern and traditional ways of contacts with clients management within the service market with particular accent put on managing loyalty programmes- their introduction and conducting. It is also cross-sectional overview on the RM techniques, their usage and reasonability in Polish service market. The paper is divided into three parts. First one concerns different aspects of activities within service market. In this part difficulties and idiosyncrasy of this kind of actions are presented. Marketing evolution, that directly determine existence of loyalty issue, is discussed later on. This part also includes many aspects of traditional - transactional, contacts' management. The third part of the paper is a discussion over loyalty programmes. Some examples of the programmes are presented, but managing this kind of relationships is of the main interest in this part.

### Idiosyncrasy of activities within service market

Taking actions in the service's market vary from operating on good market significantly. Taking into consideration the fact that in well developed countries services are one of the most important branches of national economy, it is necessary to look closer to the idiosyncrasy and marketing consequences of operating within this sector.

As mentioned previously, sector of service's industry constantly develop and its importance in national economies increase. The process is resulting from many factors. Changes within social aspects of customers' present life are ones frequently indicated as well as demographical factors (growing old societies) and macroeconomic ones (e.g. globalisation).

Importance of service sector increase because of many reasons. Clients tend to earn more (more women work) so the income of households grow and structures of expenses change. At the same time there are more specialists needed because different kinds of procedures, even every - day life ones, become more sophisticated and require professional help (computers, taxes, law, insurance,