

## Business Communication Strategies to Improve Customer Relationships in the Digital Age

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### Abstrak

Penelitian ini bertujuan untuk menganalisis strategi komunikasi bisnis yang efektif dalam membangun dan meningkatkan hubungan pelanggan di era digital. Manfaat penelitian ini adalah memberikan kontribusi praktis bagi pelaku usaha dalam mengembangkan pendekatan komunikasi yang adaptif terhadap perkembangan teknologi, serta memberikan dasar ilmiah bagi akademisi dalam pengembangan kajian komunikasi bisnis digital. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi literatur dan analisis deskriptif terhadap berbagai sumber jurnal ilmiah dan studi kasus terkini yang relevan. Hasil penelitian menunjukkan bahwa terdapat empat strategi utama yang berdampak signifikan terhadap penguatan hubungan pelanggan, yaitu: penggunaan media sosial sebagai sarana komunikasi dua arah, penerapan personalisasi berbasis data pelanggan, penguatan layanan pelanggan yang cepat dan responsif, serta pemanfaatan teknologi Customer Relationship Management (CRM) untuk komunikasi yang terstruktur dan berkelanjutan. Keempat strategi ini terbukti dapat meningkatkan kepuasan, loyalitas, dan keterikatan emosional pelanggan terhadap merek. Oleh karena itu, perusahaan yang mampu mengintegrasikan komunikasi digital dengan pendekatan berbasis data dan teknologi memiliki keunggulan kompetitif yang lebih kuat di pasar digital.

**Kata Kunci:** *Komunikasi Bisnis, Era Digital, Hubungan Pelanggan, Media Sosial, Personalisasi, CRM.*

### Abstract

*This study aims to analyze effective business communication strategies in building and enhancing customer relationships in the digital era. The benefit of this research is to provide practical insights for business practitioners in developing communication approaches that are adaptive to technological developments, as well as to offer a scientific foundation for academics in the field of digital business communication studies. This research employs a qualitative method with a literature review approach and descriptive analysis of various academic journals and relevant case studies. The findings reveal four key strategies that significantly impact customer relationship enhancement: the use of social media as a two-way communication channel, the application of data-driven personalization, the*

*improvement of fast and responsive customer service, and the utilization of Customer Relationship Management (CRM) technology for structured and sustainable communication. These strategies have proven effective in increasing customer satisfaction, loyalty, and emotional engagement with brands. Therefore, companies that can integrate digital communication with data and technology-based approaches are more likely to achieve a stronger competitive advantage in the digital marketplace.*

**Keywords:** *Business Communication, Digital Era, Customer Relationship, Social Media, Personalization, CRM.*

## **Pendahuluan**

The digital era has brought significant changes in various aspects of life, including in the field of business communication. Along with the rapid development of information technology, companies are now faced with the challenge of adapting to a faster, more efficient, and more data-driven way of communicating. Previously, business communication was mostly done in a traditional way, which is generally one-way and more focused on product marketing. However, in the digital era, business communication must be more interactive and two-way, with attention to speed, transparency, and responsiveness to customer needs.

The relationship between companies and customers has become more dynamic, where customers are not only the recipients of messages, but also the ones who play an active role in determining the direction of communication. Customers can now provide direct feedback through various digital channels, such as social media, email, and instant messaging applications. Therefore, companies must be able to respond to these changes with effective and innovative communication strategies, to maintain long-term mutually beneficial relationships (Sugiharto & Jailani, 2024).

An effective business communication strategy focuses not only on increasing sales or promoting products, but more on managing sustainable relationships with customers. One way this can be done is by utilizing social media, which has become one of the main platforms in modern business communication. Social media allows companies to interact directly with customers, provide up-to-date information, and respond to customer complaints or questions quickly and efficiently (Riyaldi, et.al, 2022). In addition, social media also provides a space for customers to share their

experiences, which can be a valuable source of information for companies in improving products or services (Ali & Kamaruddin, 2024).

In addition to social media, another technology that is increasingly developed and used in business communication is the customer relationship management (CRM) system. CRM systems allow companies to better manage customer data, provide more personalized services, and design more targeted communication strategies. Through analyzing customer data, companies can understand customer preferences, habits, and needs more deeply, so as to provide more suitable services and increase customer satisfaction.

Two-way communication is very important to establish through this technology, emphasizing that the relationship between the company and the customer should be more than just a business transaction. This relationship should be based on mutual trust, respect for customer opinions and feedback, and a commitment to provide added value that is relevant to their needs. Therefore, the right communication strategy will assist companies in building stronger relationships with customers, which in turn can increase customer loyalty and strengthen brand image in an increasingly competitive market (Salahuddin & Nurfaizah, 2023).

While there are many opportunities offered by digital technology, there are also challenges that companies must face in designing and implementing effective communication strategies. One of them is the need to maintain a balance between automation and personalization in communicating with customers (Utomo, et.al, 2022). Automation through the use of chatbots or other systems can indeed speed up responses and reduce operational burden, but interactions that are too mechanical can reduce the quality of relationships built with customers. Conversely, relying too much on manual approaches to communication can strain company resources and reduce operational efficiency.

Another challenge is the need to maintain consistency in communication across the various digital channels used. Given that customers can access information through various platforms such as websites, social media, or mobile applications, companies must ensure that the messages conveyed remain consistent and reflect the brand values carried. Inconsistencies in communication can reduce customer trust and damage the company's reputation.

To overcome these challenges, companies need to formulate communication strategies that are not only based on technology, but also consider the humanistic aspects of business communication. Successful customer relationships are not only built using advanced technology, but also with an approach that prioritizes empathy, transparency, and honesty in every interaction. Therefore, this article aims to dig deeper into the various business communication strategies that companies can implement to improve customer relationships in the digital era. The main focus of this research is on the utilization of social media, communication technology, and data analysis in designing more personalized and effective communication (Asakdiyah, 2015).

By implementing the right communication strategy, companies can build stronger and more lasting relationships with customers, which not only increases satisfaction but also creates high loyalty. In this article, we will discuss the various approaches that companies can use to achieve these goals, as well as identify the challenges that must be faced in implementing a business communication strategy in the digital age.

## **Basic Theoretical**

### **1. Concept of Business Communication**

Business communication is the process of exchanging information carried out by an organization or company to internal and external parties, with the aim of achieving predetermined business goals. According to Boone and Kurtz (2011), effective business communication is communication that can convey messages clearly, on target, and is able to create a mutually beneficial relationship between

the company and the recipient of the message. In the digital era, business communication has shifted from conventional patterns to be more interactive, fast, and multi-platform. Companies now not only convey one-way information (one-way communication), but must also be able to open a two-way dialog space (two-way communication) to create customer engagement (Rizky Yusrahamdani et al., 2024).

## 2. Customer Relationship Management (CRM) Theory

Customer relationships are an important aspect of marketing strategy and business communication. This concept emphasizes the creation and maintenance of mutually beneficial long-term relationships between companies and customers. According to Berry (1983), good customer relationships are based on trust, commitment, and consistent communication. CRM (Customer Relationship Management) is a managerial approach that utilizes customer data to understand customer preferences, habits, and needs, with the aim of improving service quality and customer satisfaction. Modern CRM relies heavily on digital technology to collect, manage, and analyze customer data in real-time (Nadiya Fadillah & Sumartono Sumartono, 2024).

## 3. Social Media in Business Communication

Social media is becoming an important tool in digital business communication because of its ability to reach customers directly, in real-time, and personally. Kaplan and Haenlein (2010) define social media as a group of internet-based applications built on the ideology and technology of Web 2.0, which enables the creation and exchange of user content. In the context of business communication, social media has the following strategic functions:

- a. Building brand image and reputation
- b. Responding to customer inquiries and complaints
- c. Disseminating information quickly and widely

d. Establish closeness and build customer communities

Effective use of social media can increase customer engagement and brand loyalty (Ali & Kamaruddin, 2024).

#### **4. Data-driven Personalization of Communication**

Personalization in business communication refers to adjusting the content of messages, products, or services based on specific data and information from customers. According to Peppers and Rogers (2004), personalization can increase the relevance of communication, strengthen customer relationships, and improve the effectiveness of marketing campaigns. In the digital era, personalization is possible with the help of data analytics and artificial intelligence (AI) technologies, which are able to process customer behavior data to provide customized experiences. This creates added value for customers and strengthens their loyalty (Salahuddin & Nurfaizah, 2023).

#### **5. Responsiveness and Speed of Digital Services**

Speed and responsiveness are key in successful digital communication. Today's customers expect a quick response to their questions, complaints or needs. Therefore, many companies integrate technologies such as chatbots, email automation, and customer service ticketing systems to improve efficiency. According to Zeithaml, Parasuraman, and Berry (1990), speed of service is one of the main dimensions of service quality, which directly affects customer perceptions of the company (Isnawati et al., 2022).

### **Research Methods**

This research uses a descriptive qualitative approach with the aim of gaining an in-depth understanding of the business communication strategies implemented by companies in building customer relationships in the digital era. Data collection techniques were conducted through literature studies and case studies on several companies that actively utilize social media and digital technology in communicating with their customers. Primary data was collected through semi-structured interviews with marketing and customer service managers, while

secondary data was obtained from company documentation and observations of digital interactions on platforms such as Instagram, Twitter, and official websites. The collected data were thematically analyzed to identify patterns of effective communication strategies and their impact on customer loyalty and satisfaction (Azhary et al., 2023).

## Results and Discussion

### 1. Use of Social Media for Two-way Communication

The results show that social media is the most effective tool in building two-way communication between companies and customers. Companies that actively use social media such as Instagram, Facebook, and Twitter can listen to customer feedback in real-time, respond quickly to complaints, and deliver promotional or educational information directly. This fast and open interaction makes customers feel more valued and listened to. As a result, the emotional connection between customers and brands becomes stronger, which has a direct impact on increasing customer loyalty levels. Social media also makes it easier for companies to build a positive image and increase customer engagement through relevant and interactive content (Nadiya Fadillah & Sumartono Sumartono, 2024).

### 2. Data-Driven Personalization

Data-driven personalization strategies have proven effective in improving the quality of communication with customers. Companies that utilize historical customer data-such as purchase history, product preferences, and previous interactions-can deliver more relevant and targeted messages. For example, customized product recommendations or personalized birthday greetings show that the company understands specific customer needs. This approach not only increases satisfaction, but also strengthens loyalty as customers feel individually

valued. Data is becoming an important tool for creating more meaningful and memorable customer experiences (Rizky Yusrahamdani et al., 2024).

### **3. Responsive Customer Service**

Quick response in customer service is one of the key factors for successful business communication in the digital era. Research has found that companies that provide responsive services through various digital channels—such as chatbots, live chat, and customer service applications—are able to significantly increase customer satisfaction levels. Customers are no longer willing to wait long for answers, so response speed is the main benchmark in assessing service quality. A fast and efficient support system is also able to reduce potential conflicts or complaints that can damage the company's reputation. This responsiveness creates an impression of professionalism and concern for customers (Asakdiyah, 2015).

### **4. Use of Technology for Customer Relationship Management**

The application of technology such as a Customer Relationship Management (CRM) system has been proven to increase the effectiveness of communication and customer relationship management. With CRM, companies can track the history of each customer's interactions, store important data, and set an integrated follow-up schedule. This allows companies to maintain communication continuity and provide consistent and personalized service. In addition, CRM supports automation in communication, such as payment reminders, periodic promotional offers, and post-purchase follow-ups. This technology helps companies to not only establish good relationships, but also maintain sustainable relationships with customers in a systematic and measurable manner (Isnawati et al., 2022).

## **Conclusion**

Looking at the explanation above, it can be concluded that an effective business communication strategy in the digital era plays an important role in strengthening the company's relationship with customers. Research shows that social media as a means of two-way communication can increase customer engagement and loyalty. Data-based personalization has also been shown to be

able to create relevant and satisfying communication experiences. In addition, responsive customer service, either through chatbots or digital applications, contributes greatly to forming a positive company image. The use of technology such as CRM systems increasingly supports the consistency and efficiency of communication. The success of this strategy depends on the company's ability to build fast, personal, and sustainable interactions. Companies that are able to integrate technology with an approach that focuses on customer needs tend to be superior in creating long-term relationships and increasing competitiveness in the digital market.

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