

LESSON CONTENT TEMPLATE



Erasmus+

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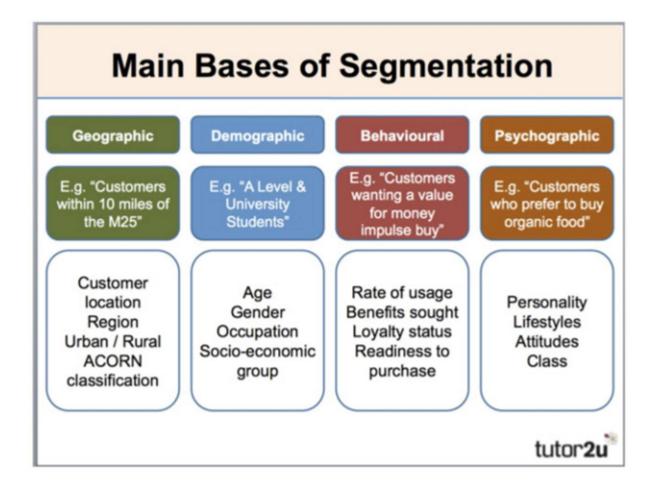
Lesson 5 Customer relationships

Customer relations have to do with the availability of services and privileges granted for use by them. The service packages and privileges are the direct connection with the customers. This of course is enriched by consulting services provided by the various departments such as customer care, sales and marketing.

Indicative types of customers relationships:

- Personal service
- Personalized service.
- Self-service. For example fast food shops.
- Automated services. For example sales through the Internet.
- Management of "communities"

The interaction with clients is the significant portion of any trade. Its victory and survival transfer on the right distinguishing proof of the relationship the company needs to set up with its particular customer segments





Image

source:<u>https://www.getfeedback.com/resources/cx/how-to-segment-your-customers-to-grow-revenue/</u>

Source:https://startupnation.com/manage-your-business/startup-customer-relationship-mana gement-solution/