



**LESSON CONTENT TEMPLATE**

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|  <p>Erasmus+</p> | <p>Project funded by: <b>Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</b></p> |
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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

# Main Bases of Segmentation

| Geographic   | Demographic   | Behavioural   | Psychographic                                   |
|--|---|---|---|
| E.g. "Customers within 10 miles of the M25"                          | E.g. "A Level & University Students"                | E.g. "Customers wanting a value for money impulse buy"                      | E.g. "Customers who prefer to buy organic food" |
| Customer location<br>Region<br>Urban / Rural<br>ACORN classification | Age<br>Gender<br>Occupation<br>Socio-economic group | Rate of usage<br>Benefits sought<br>Loyalty status<br>Readiness to purchase | Personality<br>Lifestyles<br>Attitudes<br>Class |

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Image

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

Source:<https://startupnation.com/manage-your-business/startup-customer-relationship-management-solution/>