



Module III Business

Business model
creation
Course

Topic 2
Business model aspects-The
business model canvas

Lesson 5: Customer
relationships



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IN THIS LESSON, WE WILL LEARN...



The meaning and the importance of
customer relationships



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1. What are customer relationships?

The Customer Relationships defines the type of the relations between a company and each customer segment.



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2. Customer relationships



3. Types of customer relationships

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.



3. Types of customer relationships

Personal service

Personalized service.



Self-service. For example fast food shops.

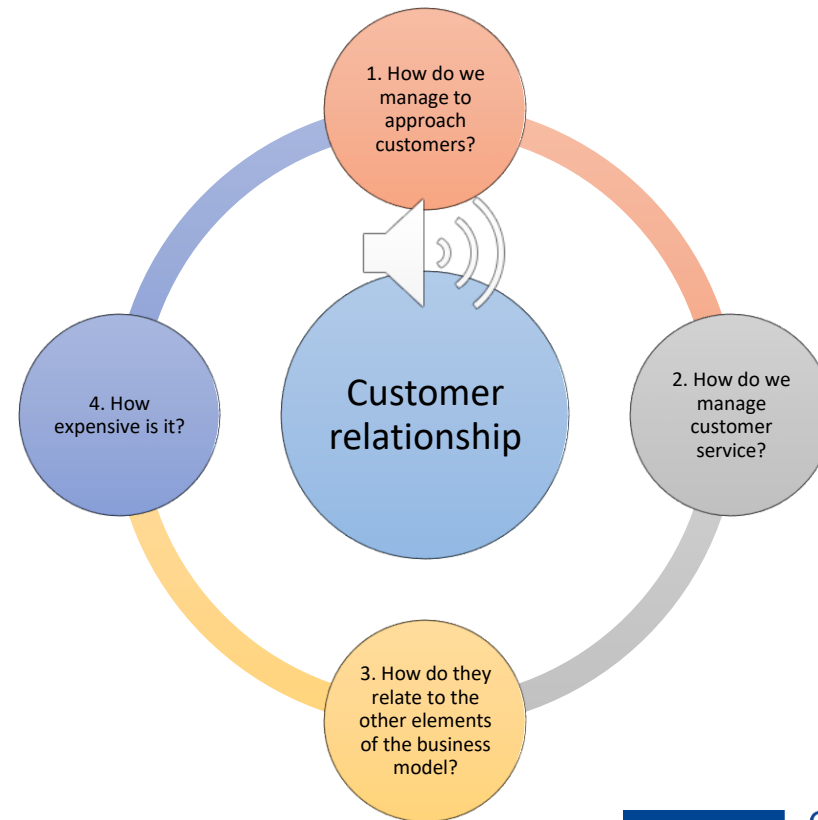
Automated services. For example sales through the Internet.

Management of "communities"



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3. Customer relationship



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