
Customer Relationships



1. What are Customer Relationships?

Definition:

*Customer Relationships describe the **type of relationship a company establishes and maintains with its customers** throughout the customer journey (before, during, and after the purchase).*

👉 *This section explains **how the business attracts, retains, and grows customers.***

2. Why are Customer Relationships Important?

- *They help build **customer loyalty***
- *They increase **customer satisfaction***
- *They reduce **customer acquisition costs***
- *They influence **long-term profitability***

📌 *A good product without strong customer relationships often fails in the long run.*

3. Key Questions to Define Customer Relationships

Students should answer:

- *How do we attract customers?*
- *How do we interact with customers?*
- *How do we retain customers?*
- *Is the relationship personal or automated?*
- *How do we handle customer feedback and complaints?*

4. Types of Customer Relationships

1. Personal Assistance

Direct interaction with customers.

Example:

Customers receive support through in-store assistance or phone calls.

2. Dedicated Personal Assistance

One-to-one relationship with key customers.

Example:

Each business client is assigned a personal account manager.

3. Self-Service

Customers serve themselves without direct interaction.

Example:

Customers place orders through an online platform.

4. Automated Services

Automated but personalized interaction.

Example:

The platform recommends products based on customer behavior.

5. Communities

Creating a community around the brand.

Example:

Customers interact through social media groups and online forums.

6. Co-creation

Customers contribute to product design or improvement.


Example:

Customers participate in product customization and feedback.

5. Customer Relationships in the Business Plan

Customer relationships should be aligned with:

- *Customer Segments*
- *Value Proposition*
- *Channels*

 *Different customer segments may require different relationship types.*

6. Writing Customer Relationships in a Business Plan

Writing Guidelines

- *Be realistic and consistent*
- *Focus on customer experience*
- *Use professional and clear English*

Useful Expressions

- *The company maintains strong customer relationships through...*
 - *Customer loyalty is built by...*
 - *The business focuses on long-term relationships with...*
 - *After-sales service includes...*
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7. Example of Customer Relationships Section

Customer Relationships

The company establishes strong and long-term relationships with its customers through personalized assistance and continuous support. Customers receive guidance before and after purchase via email and social media platforms.

Customer loyalty is encouraged through follow-up communication, feedback collection, and special offers for returning customers.

8. Common Mistakes to Avoid

- ✗ Ignoring after-sales service***
- ✗ Using only one type of relationship for all customers***
- ✗ Confusing customer relationships with marketing channels***
- ✗ Giving very general descriptions***