Building Strong Customer Relationships

- Chapter 9

- Customer Centric Strategy

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Chapter 9
Learning Outcomes

1. Explain how "customer relations" differs from "customer service."

2. Explain how offering an exceptional customer experience is more than just the customer service team's responsibility.

3. Describe how companies can use Artificial Intelligence (AI) to personalize customers' experiences.

4. Explain how journey mapping can help a business improve the customer experience.

5. List three benefits companies receive from developing positive customer relationships.

6. Explain how customer relationship management (CRM) software might be used across business departments to build positive customer relationships.

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Customer Relations Versus Customer Service

Customer relations refers to the different methods and strategies that a business can use to forge, improve, and manage all interactions with its customers.

Customer service refers to the support and assistance given to a customer before, during, and after a sale.

Both are critical and work together to create positive customer experiences (CX).

Customer Experience Trends

1. AI is becoming more evolved and seamless

2. Consumers want conversational experiences

3. Customers are eager for deeper personalization

4. Consumers well-being and sentiment are reshaping CX

5. CX teams are breaking down silos
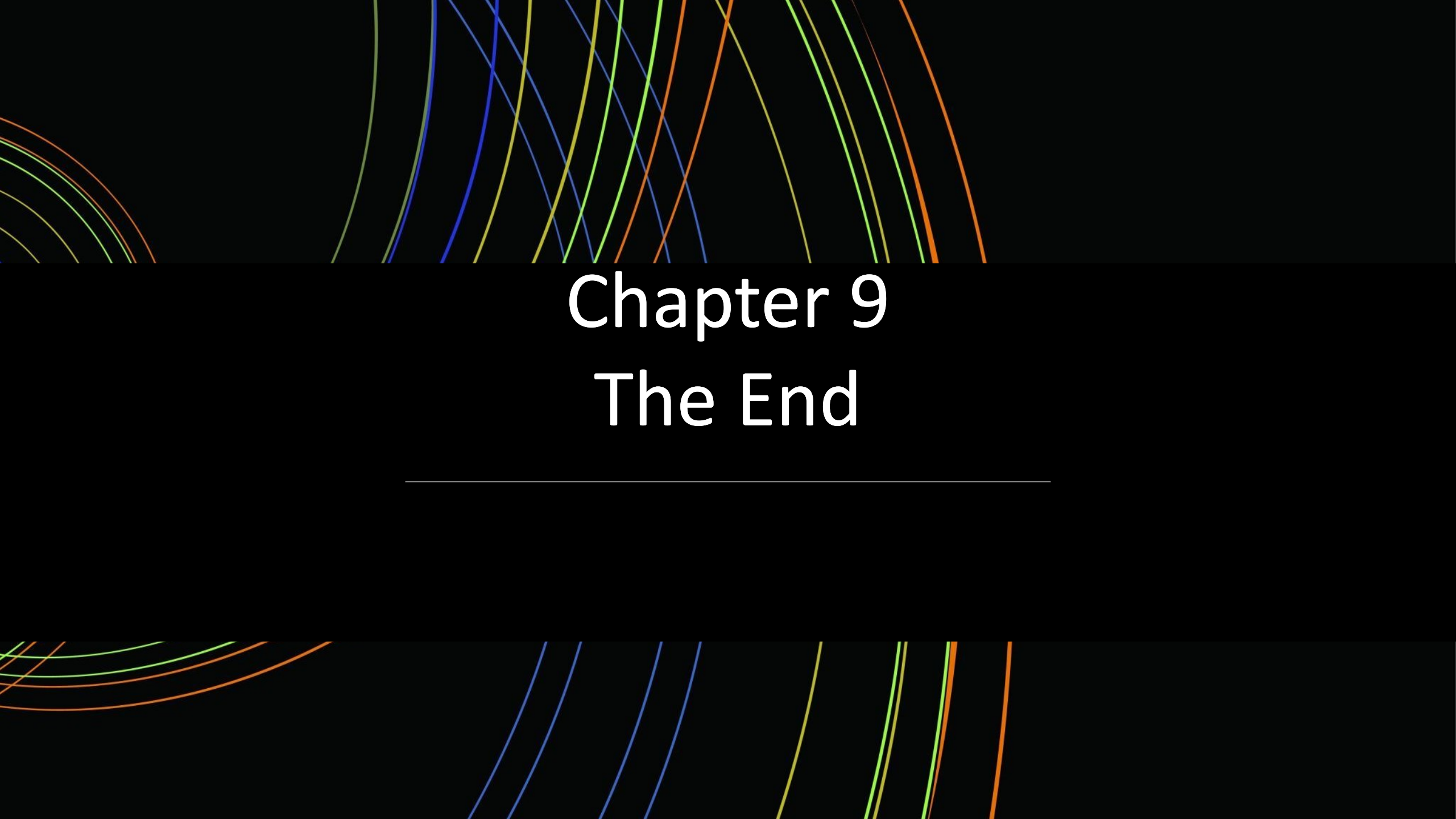
Create Customer Loyalty

1. Communicate Company Values

2. Know the Customer Journey

3. Provide Exceptional Customer Service

4. Activate Loyalists

5. Show Customer Appreciation

6. Connect in a Deeper Way

7. Ask for Feedback

8. Continually Improve the Customer Experience

Customer Relationship Management (CRM) Systems

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Customer relationship management (CRM) is a technology for managing all company relationships and interactions with customers and potential customers.

Chapter 9
The End