

Chapter One What Is Customer Service

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Exercise 1 You have ordered products from an online company. You have never tried their online business before, although you have used their physical business several times. The business sent you an order confirmation with a date of expected delivery. The products, however, don't come. In fact, although the business guaranteed a three-day delivery time, you don't receive the products until ...

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"What is Customer Centricity?" provides an introduction to the concept of focusing attention on the customer experience and considers the history of customer interactions to today. The chapter introduces the concept of "value" as a core driver for transition towards a customer-centric strategy and suggests that to transition to such an organization, there needs to be governed practices for enabling broad customer data visibility to help drive increased corporate value.

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1 Chapter 1 1. What is customer value, and why is this term essential for CRM? Customer Value is the economic value of the customer relationship to the firm – expressed on the basis of contribution margin or net profit.

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The traditional definition of a customer is: someone who buys goods or services A customer is someone who buys something, whether it is a magazine from WH Smith or a train journey from Virgin Trains. This person is a customer of a private sector business where a product or service is sold for profit.

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One of the important aspects to ensure the attention of the customers is to provide the best and the most favorable products at this competing market. If a customer's satisfaction is earned, then it is sure that customer loyalty will also come along with it. Moreover, in the absence of the customer, a business

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1. customer value proposition 2. profit formula. customer value proposition. lays out the company's approach to satisfying buyer wants and needs at a price customers will consider a good value (the greater the value added and the lower the price, the more attractive the value proposition is to customers). ... Chapter 1 - Crafting & Executing ...

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describes the objective one that is to identify the customer retention strategies used by the organization. From this table, 36.8% of the respondents strongly agree that building customer ...

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[What Is Customer Service? - Definition, Types & Role in ...](#)

A customer is any person or organization who might have interest in buying, or has bought, products or services from a company. Each time you pay a bill or buy something from a store you are acting...

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1.) An enterprise has to treat customers differently and individually because each customer is different and unique. Each customer has different needs and preference. Some customer wants to be loyal to the enterprise and some are not. The enterprise will have an idea how to treat each customer if they are able to see a customer one at a time.

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35. At the Lands End web site a customer can chat on-line with customer service representatives while shopping. This live help allows customers to have questions answered before placing an order. This focus on meeting customer needs illustrates a(n) _____ orientation. a. societal b. market c. sales d. production e. one-to-one

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Customer r etention is the maintenance of continuous trading relationships with customers over the long term. Customer retention is the mirror image of customer defection or churn. High retention is equivalent to low defection. 3

[Chapter 9 Managing the customer lifecycle: customer ...](#)

customer event taking place, the nature, impact and reach of the power of enriching customer experiences has emerged in 2008. Yet, one of the most common mistakes made by global companies is to view CRM as solely a technology or business challenge. CRM is ? rst and foremost a business strategy that can be effectively executed through the