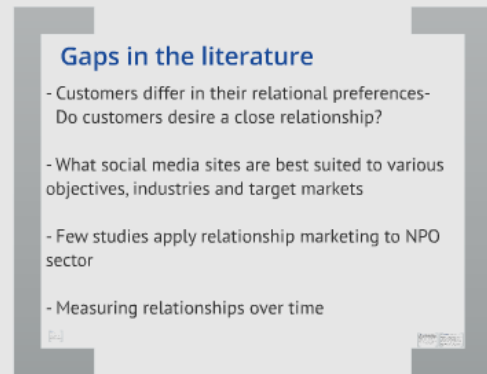
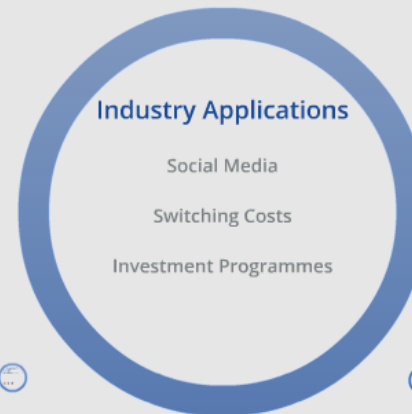
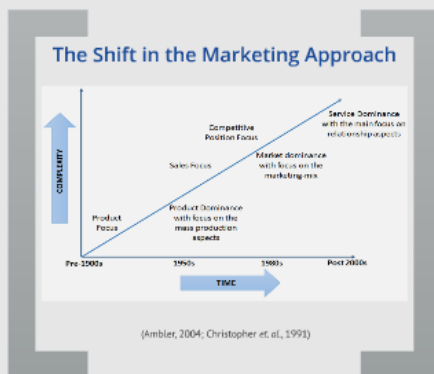
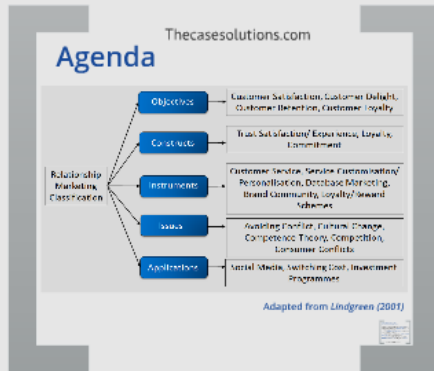


The Market Within: A Marketing approach to creating and developing High-Value employment relationships

Thecasesolutions.com

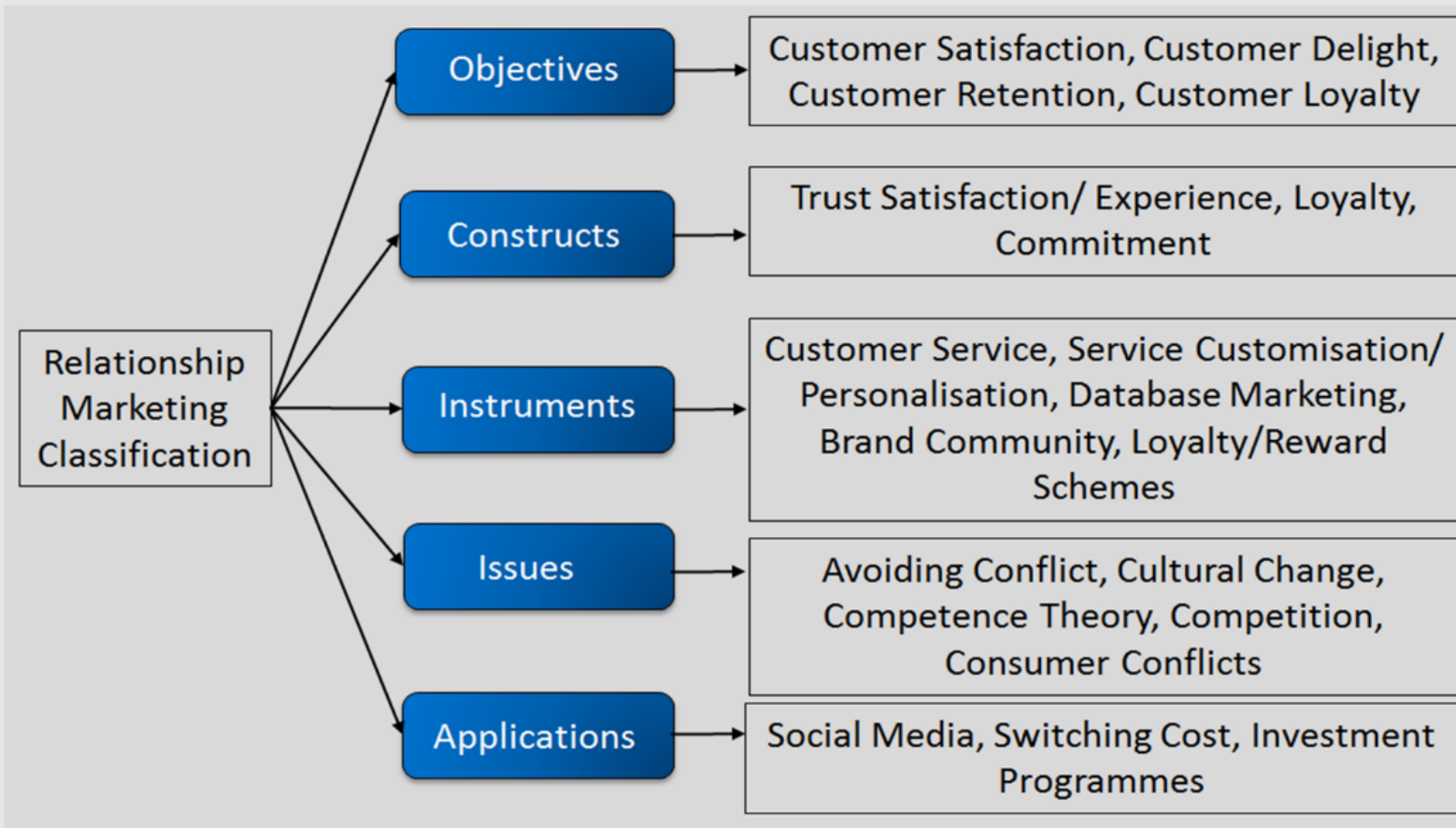


The Market Within: A Marketing approach to creating and developing High-Value employment relationships

Thecasesolutions.com



Agenda



Adapted from *Lindgreen (2001)*

Relationship Marketing

"The purpose of relationship marketing is to improve **long run profitability** by shifting from transaction- based marketing, with its emphasis on winning new customers, to customer retention through **effective management** of customer relationships" (*Christopher et al. 1991*).

"It is all about **attracting, maintaining, and enhancing** customer relationships in multiservice organizations" (*Berry et al. 1983*).

"It is defined as all marketing activities directed toward **establishing, developing and maintaining** relational exchanges" (*Morgan & Hunt 1994*).

"It is a comprehensive strategy and process that enables an organization to **identify, acquire, retain, and nurture** profitable customers by **building and maintaining** long-term relationships with them" (*Sin et al. 2005*).

Objectives

Customer Satisfaction

Customer Delight

Customer Retention

Customer Loyalty

Thecasesolutions.com



Objectives

Customer Satisfaction

“When a product or service provided by a company meets or surpasses the needs and expectations of the customer” (*Oliver, 1997*)

Benefits;

- Repeat purchases
- Referrals
- Long term relationships



Thecasesolutions.com

Objectives

Customer Delight

“Surprising customers with the level of service provided”
(Rust & Oliver, 2000)

How to achieve delight?

- Produce a WOW reaction
- Spontaneous or unexpected
- Customers feel valued
- Creates a talking point



Thecasesolutions.com

Objectives

Customer Retention

"The activities in which businesses need to take in order to reduce customer defections" (*Reicheld, 1996*)

Customer retention strategies:

- Attract the 'right' customer
- Correct channels of distribution
- Customer/employee loyalty rewards

Benefits of customer retention:

- Saving money
- Customers spend more
- Reputation building
- Positive marketing



"It costs less to retain a customer than to acquire a new one" (*Harley, 1984*)

Thecasesolutions.com

Objectives

Customer Loyalty

“Customer loyalty can be said to have occurred if people choose to use a particular shop or buy one particular product, rather than use other shops or buy products made by other companies” (*Oliver, 1997*)

Build customer loyalty by:

- Keeping in touch with customers
- Treat your customers like treasure
- Customer rewards



Thecasesolutions.com