The Ministry of education and science of Ukraine

Ternopil Ivan Puluj National Technical University

IVANNA LUTSYKIV

Handbook for practical classes and self-training on discipline

**Customer Relationship Management**

for the 3rd year students

of the specialty 6.030601«Management»



Теrnopil– 2016

Lutsykiv I. V. Handbook for practical classes and self-training on discipline “Customer Relationship Management” for the 3rd year students of the specialty 6.030601 “Management” (full-time study bachelors).– Ternopil: TNTU, 2016. – 24 p.

Made by: Ph.D. Lutsykiv Ivanna

Reviewer: Ph.D. Kotovs’ka Iryna

Handbook for practical classes and self-training on discipline “Customer Relationship Management” have been discussed and approved at the meeting of the department of management in manufacturing sphere of the Ternopil Ivan Pul'uj National Technical University on September 5, 2016, minutes № 2.

Handbook for practical classes and self-training on discipline “Customer Relationship Management” have been discussed and approved at the meeting of the methodical committee of the faculty of Management and Business in Manufacturing Sphere of the Ternopil Ivan Pul'uj National Technical University on \_\_\_\_\_\_\_\_\_\_\_\_\_, 2016, minutes № \_\_\_.

**Сontents**

***Lecture 1*** The nature of customer relationship management ...………………………4

***Lecture 2*** Identifying customer needs………………………………………………6

***Lecture 3*** Admission of clients and establishing contact ……..……………………...8

***Lecture 4*** Marketing of customer relationship………..……………………………10

***Lecture 5*** Basics of creating mutually beneficial relationship with customers….…15

***Lecture 6*** Clients communication………………………………..…………………16

***Lecture 7*** Advertising: meaning, types and role in relationship with clients ……….19

***Lecture 8***  Argumentation and presentation of goods……………..……………….20

***Lecture 9*** Customer satisfaction and loyalty …...…………………………………..21

***Lecture 10*** Building customer loyalty………………………………………………23

***Lecture 11*** Customer retention and prescriptions for loyalty ………………………24

***Lecture 1 THE NATURE OF CUSTOMER RLATIONSHIP MANAGEMENT***

***Questions for review***

1. Describe the evolution of CRM.

2. Which the main subsystems of Relationships Management do you know?

3. What is Relationships Management (RM)?

4. What is Customer Relationship Management (CRM)?

5. What is purpose of Customer Relationship Management (CRM)?

6. Which relationships must be between enterprise and customers?

5. Which are main types of CRM?

6. What is the basic concept of CRM?

7. Which are the basic benefits of CRM?

8. Which are the basic principles of CRM?

9. Which are the main problems of development in relation with customers?

10. Which are the main advantages of development in relation with customers?

11. Describe the future of CRM.

***Key terms***

|  |  |  |
| --- | --- | --- |
| *Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg* | *Customer Relationship Management*  *Enterprise Resource Planning*  *Relationship Management*  *Strategic CRM*  *Operational CRM*  *Analytical CRM*  *Collaborative CRM*  *Customer base* | *CRM programming*  *Market trends*  *CRM initiative*  *Management direction*  *Competitive customers*  *Organizational requirements* |

**Case 1. Computing business problems:**

Supposing you need to go to a company in order to sing an agreement with the director or get a job. Whom do you see first, with whom will you meet firstly? With director, the chief of staff or the leading specialist? No, but with the guard, administrator or cleaner! Thus, the first impression of this company will be received from communication with these people, not from communication with higher management. And if somebody was rude, insulted you or cleaner poured a bucket of water near your feet, then politeness of director does not help situation, you will not just want to have business with this company any more.

***Questions:***

1. How does the company can provide a positive impression from meeting clients with its employees?

2. Would you like to continue to cooperate with the company in this case?

3. To your opinion, what should director of this company do in order to continue collaboration with customers?

4. Do you have examples from your own experience, when you did not want to continue cooperation with the firm (for example, shop) after its employees were rude to you?

5. Do you think companies should choose their employees carefully, especially those who will work with clients?

***HOMEWORK:*** *To prepare interesting information about the company, firm of enterprise, where you think are the best existing relationship with clients. What does a company do for development of these relations and why do clients come back again and again?*

***Lecture 2 IDENTIFYING CUSTOMER NEEDS***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. 1. What is Client orientation of company? 2. What is RATER? 3. What is Customer needs? 4. How can you identify customer needs? 5. Which is types of motivation by identify Academic Krolar ? |
| 1. Explain the five basic needs of customers. 2. Explain the three keys to fully know your customers and set your foundation on solid footing. 3. Which conditions of effective relationships with customers do you know? 4. Explain basic conditions of correct identification of clients needs. 5. Which methods for identifying customer needs do you know? Explain each of them. | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Client orientation*  *Increase profits*  *Customer needs*  *Motivation*  *Core Values* | *Friendliness Understanding and empathy*  *Fairness*  *Options and alternatives* | *Set the contact*  *Interviewing stakeholders*  *Customer process*  *Customer surveys* |
| *Interviewing customers*  *Analyzing your competition*  *Cause-and-effect relationships* | | | |

**Case 1. Computing business problems:**

The company was created Saturn General Motors to compete with Japanese car manufacturers. To compete with Japanese cars, General Motors had to reduce prices and improve the quality of their products. To improve the quality and productivity of all employees Saturn annually held 92-hour training (about 5%). In 2001, the duration of training for members of the duration of training for union workers automotive industry was 131 minutes per team. For lower-level management, this figure was 80 hours. New employees had to pass six weeks courses before touch the car.

Saturn company taught its employees not only how to handle the machines on an assembly line, but also how to deal with customers, how to attract them to purchase their car. Saturn's goal is "to the customer has always been in admiration."

Saturn Company believes that the image of the machine primarily consists of reviews and recommendations, and not from its advertising. They argue that in most cases people choose to machine recommended by their acquaintances, friends, family members than on the basis of the information they get from other sources. That's why they think their company is still one of the five companies that sell the most cars in the U.S..

So, how would the company does not spend money on improving the service, these costs will pay off only if existing and potential customers know about your wonderful service. so the quality of service should be visible. In addition it should be permanent and not from time to time. In addition, the customer must inform the services offered by the company and regularly reminded of the opportunity to use them. If your customers (existing or potential) know about the quality of your product and your service, and it gives your company a huge advantage over competitors. Your seller easier to convince people to buy if he can confidently say, knowing that it is true, "If you coupes, you will not regret it."

***Questions:***

1. What do you think is the secret of success of Saturn in interaction with customers?
2. Can company Saturn attributed to customer-focused companies? Justify your answer.
3. Which means the company use Saturn to determine customer needs?
4. Which channels of communication with customers does the company Saturn use?
5. What is the role of staff in the system of customer relationship management?

***Lecture 3 ADMISSION OF CLIENTS AND ESTABLISHING CONTACT***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. Who is client? 2. Which types of business clients do you know? Explain each of them. 3. Which methods of finding customers do you know? Explain them. |
| 1. Which steps to accept successful contact with clients do you know? 2. Tell the 10 important tips to build trust and credibility with customers. 3. Why is arising the conflicts with customers? 4. What must you do if you want to make the work with customers without problems? 5. Which methods and reasons to contact clients do you know? | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Attract of customers Business clients*  *Personality*  *Potential customers Conflict* | *Attract attention*  *Accept the client*  *Trust and credibility Professionals* | *Technology plays*  *Technological approaches*  *Loyalty cards* |
|  | | | |

**Case 1. Computing business problems:**

1. A glass of coffee contains two spoons of coffee, which on average weighs 5 grams. Depending on the sort of coffee, 5 grams of coffee will cost no more than a cent. The same 5 grams of coffee, but milled, packed in packaging with printed brand, cost already in five times more - about 5 cents. In a cafe, where unlike store, you can sit and chat with friends coffee would cost no less than 4 hryvnias (50 centes). In the cozy cafe "Kaffa" that is on Khreschatyk street, the same coffe will be 16 hryvnias ($ 2). And in Venice, near the famous tourist place - St. Mark's Square, overlooking the canals and floating gondolas, coffee will cost $ 15 for the same 5 grams of coffee!

***Questions:***

*1.* What increases the price of coffee and what increases its value in each case?

2. What actually do customers want and what are they willing to pay money for?

**Case 2.**

The cheapest ticket for Sting concert in Kyiv cost about $ 50, while a CD with recordings of the same songs you can buy on the market for about $ 4. People go to a concert for different reasons - some are just music lovers, someone is a fan of Sting and just could not imagine life without his/her idol (and therefore do not miss the opportunity to see the singer in real life), someone goes to a concert, because then sitting among businessmen, by accident remember that he/she was yesterday at the concert of Sting and that it was worth watching.

***Questions:***

*1.* What motivates people to buy not cheap tickets for Sting concert?

2. What emotions and senses does all every group of people want?

3. Give an example from your own experience, when the real purpose of purchases were impressions rather than product or service. What reasons led you in that case?

**Case 3.**

Relationships with customers must be built on trust. The most important thing to remember about trust is that without it there aren’t relationships in general. This is also true for the relationship between people and not just with customers.

For the customer, it is important to have confidence, to continue business with a particular company. Company must get trust by actions and deeds.

***Questions:***

1. Give an example from your own experience, when purchase was not made (or no agreement was reached) because the firm or its employees did not get you trust.

2. What had the employees of the company to do to get your trust?

3. Is it possible to solve the problem of client confidence in the short term? Explain your opinion.

***Lecture 4 MARKETING OF CUSTOMER RELATIONSHIP***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. What are the concepts when working with clients? 2. What does the concept to improve our products mean? 3. What determines the level of customer satisfaction from purchase? |
| 1. What levels of customer satisfaction do you know? How are they defined?   5. What should companies do not to lose their customers? What satisfaction level must be in customers?  6. Why do companies provide the highest level of satisfaction of the needs of their customers?  7. What are ways to determine the level of satisfaction of customers' needs?  8. Why does company use "false users"?  9. Which levels of relationships with customers do you know? Explain them.  10. What approaches to establishing sustainable relationships with customers do you know? Explain them. | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Customer-retention Customer satisfaction Interview*  *Marketing capabilities* | *Conception of improving production Conception of improving commodities* | *Marketing conception*  *False users*  *Successful companies*  *"Hot lines"*  *Questioning.* |
|  | | | |

**Case 1. Computing business problems:**

By Sunday before Christmas, I went long on Castle Street trying to buy goose Christmas table. Goose was once a traditional English Christmas meal. But in the XVI century turkey, which was brought to Europe from America supplanted goose with all the meat shops along the streets of Castle Street. All meals are prepared with turkey (salad with turkey sandwiches with turkey, roast turkey) and served at the table long after Christmas has really bothered us, so this time my family or decided not to prepare for Christmas turkey and goose. Therefore, the task before me was to buy a goose, but I began to perform this task is too late (for Sunday before Christmas).

I went to every store and Meat everywhere heard the same answer "you had to Order goose for another few weeks earlier," "We do not have geese because nobody buys" or "Why do you goose, turkey buy better."

Sorry that I could not buy a goose I got into the car to go home already. It was getting dark, and driving down the street I saw a light in the small shop, which I had never zamichav. It was a small Meat Shop, which was full of a variety of products, well lit and with a large number of clients. "Wonderful - I thought, today we had such stores left." Stoyavshy in line and saw a poster on the wall:

Ten Commandments of Good Business

1. Client - is the most important person in the business.

2. No customer depends on us, and we depend on the client.

3. The appearance of the client - it does not break in our work, and its main goal.

4. This customer does us a favor when comes to our shop, instead we make serving it.

5. Client - is part of our business, not the obstacle.

6. Client is a living person who has an opinion and their desire to be listening.

7. Since customers do not argue.

8. The client comes to us with their desires and our goal is to satisfy them.

9. Each client needs to pay a lot of our attention.

10. No client would not be our business, remember that!

When my turn came up to me, the seller said hello and asked how he could help me. "You have a goose?" - I asked. "I'm now in the shop no Goose, but I you necessarily get it. Goose What size you need?". Hearing these words I incredibly happy, because he no longer had hope its somewhere to buy. Finally, I thought, my family will get goose on Christmas table!

***Questions:***

1. What is the secret of success lies a small store the meat?

2. Is this shop client oriented?

3. Do you agree with the 10 commandments of good business?

4. Did you always want to be a great leader in the market to secure customer loyalty?

5. Should our stores that are on the market today take an example from this nevelychnoho the meat shop?

6. Do you like to be a customer of this shop?

**Case 2.**

Corporation McDonald's, network catering, where the main dish is hamburger. With 18,000 branches in 90 countries with a total for the year of the sale in the amount of 23 billion dollars every three hours in every corner of the globe McDonald's Corporation opens a new restaurant. Prychyoyu this situation JE clear focus the company on its consumer: the McDonald's knows how to serve visitors and how to respond to changing consumer needs.

Before McDonald's hamburger Americans could enjoy only in the restaurant or dining room. But consumers are often faced with poor quality food with rude staff, with poor interior and even with poor sanitary conditions, as well as noise. In 1955, Ray Kroc (Ray Kroc), 52-year-old trader apparatus for making milkshakes, became interested in a network of seven small restaurants whose owners were Richard and Maurice McDonald. Cork liked their idea of fast food, and he got the entire network for 2.7 million dollars. Then he decided to expand the network by selling the rights to use the trademark McDonald's other businesses, and thus the number of restaurants has increased rapidly. Were changing times, changing facilities and McDonald's. They were the halls with seating, improved interior, the menu were dishes for breakfast, extended range, opened new facilities in busy places.

Philosophy marketing efforts reflected in the slogan Corporation McDonald's, which sounds like QSC & V. - Quality, service, cleanliness and value (quality, service, cleanliness and value). Customers zahodyatsya in impeccably clean room, they are greeted by friendly staff, they quickly get delicious food to eat here or take away a pretty package with them. In areas McDonald's no jukebox and pay phones, so there is not "hang out" teenagers. There is also no vending machines selling cigarettes and newspaper racks. McDonald's - Restaurants family, and they especially like children.

In McDonald's customer service is almost an art, so this art thoroughly trained employees and owners of the corporation. All owners are courses in "Hamburherovom University" in Elk Grove Village, Illinois. after graduation, graduates receive the degree of main subject "Hamburherolohiya" and added - "fried crisp." McDonald's management constantly monitors the quality of products and services through regular surveys of visitors and no regrets forces to improve ways to cook hamburgers - this is done to simplify the work, the price reduction, acceleration service and maximum satisfaction ratings. In this effort, each McDonald's restaurant participates in various community events.

In 2700 the company restaurants that are located outside the U.S., McDonald's leadership seeks to adapt its menu and style of service to local tastes and customs. For example, in India, all the products are made based on local features. They use only lamb, chicken, fish and vegetables, rather than beef or pork. In Japan, for example, in the standard McDonald's menu included corn soup and fishburhery in Rome - pasta in Paris - wine and music in a "live" performance. First opened in Russia, McDonald's odrazhu like all visitors. However, in this new market the company had to overcome terrible obstacles to keep their high standards of customer service. Suppliers, employees and even visitors have to accustom to the style of doing things McDonald's, a time-tested. To study Russian farmers growing specific varieties of potatoes from which to prepare corporate potatoes McDonald's, were invited Canadian technology - experts with special varieties, in addition, the company has built its own plant pasteurization of milk, to constantly have this product in sufficient quantity. On the opening day of school was organized free admission for 700 orphans, and all proceeds of the day the money was transferred to the Moscow branch of the Children's Fund. Moscow McDonald's restaurant was a huge success. On the first day it was visited by over 5000 people.

Not stopping at the Moscow success, McDonald's continues to look for all the new opportunities for growth, heading to different parts of the world. Recently in Beijing opened the largest restaurant company. It covers an area of 28,000 square feet, has 29 offices and 700 seats. This giant Beijing restaurant company McDonald's plans to serve more than 10,000 daily visitors.

A striking example of the success of this company is to increase the value of its shares. So in 1965, 250 shares of McDonald's cost $ 6000, and today they are worth over a million dollars!

***Questions:***

1) What is the secret of success of McDonald's?

2) Is the client-company McDonald's? Give your opinion.

3) What is the concept of using company McDonalds when working with customers?

4) How the company responds to changing consumer needs of their customers?

5) Do you think McDonald's or company investigates the level of satisfaction of their clients? Which method is used for this?

6) What is the level of relations with consumers chose this company?

***Lecture 5 BASICS OF CREATING MUTUALLY BENEFICIAL RELATIONSHIP WITH CUSTOMERS***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. Explain the keys to a successful customer relationship. 2. Explain the basic categories of customers by depending on the ratio of income and expenses for the development of the relationship. 3. Explain the basic steps of program of relationships with clients. |
| 1. What is customer database? 2. What can include the customer information? 3. Who is manager of relationships?   6. What is customer service?  7. Explain the main rules for good customer service.  8. What is provides the Efficient database? | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Manager of relationships Potential Targets Customer service Customer support* | *"Sleeping giants"*  *"The powerful merchants"*  *"Favorite ones"*  *"Offenders"* | *Network*  *General manager*  *Reactive service*  *Proactive service*  *Decision making* |
|  | | | |

***Lecture 6 CLIENTS COMMUNICATION***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. What is communication with customers? 2. Explain the communication process. 3. Who is sender and recipient? 4. What is message and channel? |
| 1. Which are goals of client’s communications? 2. Tell the main characteristics of business communication. 3. Explain the basic types of communications with customer.   8. Tell the steps to improve the client’s communication.  9. Which client communication methods do you know? Explain each of them.  10. What is system of unified communications? | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Client’s communications*  *Sender*  *Message*  *Channel*  *Recipient*  *Electronic communication* | *Communication process*  *Open communication*  *Closed clients communication*  *Traditional communication* | *Communication methods*  *Social media*  *Unified communications*  *Video conferencing*  *Discuss* |

**Case 1. Computing business problems:**

The owner of a large construction firm in Kyiv with many thousands of employees and 50 construction sites, essentially reserves the right to make decisions on all financial matters himself.

During an important business conversation with a customer, a secretary entered and asked to sign an urgent order for materials. The owner not apologizing to the customer, signed a payment order for the purchase of industrial trolley, which cost hryvnjas. Thus, the owner explained that it can not be postponed, because the trolley is very necessary.

Agreement with the customer was not concluded.

***Questions:***

1. Do you think if owner of the company behaved correctly with a potential client? Explain your opinion.

2. Why do you think the client refused to cooperate with this company?

3. Do you think the owner of the construction firm is customer-oriented? What advice would you give him?

**Case 2.** **The situation is "Impressions about the purchase process"**

I went for some trifle to a huge appliance store. In store, there weren’t any customers except me. There were many sellers who were actively communicating with each other and didn’t pay attention on me. I called one seller and asked him for help. He helped me to choose. And here the first surprise - in order to pay by card, you have to go to the second floor. The store, which has about 1000 square meters and operates ten sellers, store owners did not find the funds to put another terminal on the first floor!

Well, I went to the second floor. One client paid by cash at the cash desk before me. The cashier did not have change and went to change money and turned up in 5 minutes. Turn came to me, I gave a discount card. "One minute, - said seller - it must be copied." Xerox is in another office, so I lost another 5 minutes. Finally salesman returned. Just a couple of minutes at the cash desk and I went down to the first floor to pick up my buy.

Finally I thought I could go, but no. Exit guard stopped me to check the goods and check, and if you did not steal something from the store and put in a bag.

Finally I went out the door and decided never to return.

***Questions:***

1. What do you think did buying bring satisfaction to the customer?

2. What is your impression about the process of purchase?

3. What do you think – is a client too categorical in his conclusion?

4. Highlight the problematic links in the Customer Relations of appliance store?

5. Think about examples from your own experience about the negative impression of the service and specify its reasons.

6. Do you consider that the company has losses from imperfect system of relationships with customers? How can we avoid it?

7. How would you calculate the economic impact of improving relationships with customers to this store?

**Case 3**.

Relationships with customers must be built on trust. The most important thing to remember about trust is that without it there aren’t relationships in general. This is also true for the relationship between people and not just with customers.

For the customer, it is important to have confidence, to continue business with a particular company. Company must get trust by actions and deeds.

***Questions:***

1. Give an example from your own experience, when purchase was not made (or no agreement was reached) because the firm or its employees did not get you trust.

2. What had the employees of the company to do to get your trust?

3. Is it possible to solve the problem of client confidence in the short term? Explain your opinion.

***Lecture 7 ADVERTISING: MEANING, TYPES AND ROLE IN RELATIONSHIP WITH CLIENTS***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. Why do companies use advertising? 2. What is the role of advertising in developing relationship with clients? 3. What is advertising? |
| 1. What are the characteristics of advertising? 2. What is the purpose of advertising? 3. What are the specific objectives of advertising? 4. What are the basic functions of advertising? 5. Which types of advertising do you know? Explain each of them. 6. What are the difference types of advertising depending on the destination? 7. What kind of advertising does company use to attract customers? 8. How is advertising divided by goals? 9. Tell about the advertising creation process. 10. What to do at the stage of the appeal? 11. What feature should advertising appeal have? 12. Which determines the impact of appeal? 13. What should the company in its advertising avoid? 14. What does false advertising mean? Give an example of false advertising. 15. What does advertising that is misleading mean? Give an example of such advertising. | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Advertising*  *Product information Price deal*  *Primary demand* | *Information exchange*  *Communication model*  *Repeated performance*  *Product advertised* | *Increasing awareness*  *Falsely advertising*  *Business advertising*  *Product information* |

***Lecture 8 ARGUMENTATION AND PRESENTATION OF GOODS***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. What is important in terms of arguments and presenting the products to the clients? 2. What rules should be followed during arguments and presentation of its product? |
| 1. Do we need to inform the customer about the weaknesses of the presented products during presentation of the goods? 2. What are the main points to look out for you client? 3. What is presentation? 4. Tell about the structure of the presentation. 5. What are the rules of the presentation? 6. What are the rules for dealing with objections? 7. What are the rules that will help you overcome objections of client associated with the price? 8. What are the techniques of answers to objections of a client? | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Technique argumentation*  *Presenting products Conversation*  *Structure of argumentation* | *Trusting relationships*  *Credibility*  *Product strategy*  *Vision*  *Verbal message* | *Presentation Techniques Sales specialists*  *Envision*  *Discuss*  *Client's concerns*  *Promises* |

***Lecture 9 CUSTOMER SATISFACTION AND LOYALTY***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. What is customer satisfaction? 2. What is customer loyalty? 3. Who is a loyal customer? 4. Which are reasons why a customer repeats purchasing? |
| 1. Finish the sentence: “Loyal customers believe the products and services purchased from their supplier…” 2. What means the measuring loyalty? 3. What include the important attitudes and behaviors expected of a loyal customer? 4. Which loyalty segments categorize customers do you know? 5. Which reasons for loyalty should be promote? 6. Which traditional types of customer loyalty do you know? Explain each of them. 7. Why should you monitor customer satisfaction? 8. Tell about loyalty program. 9. Why increase your percentage of loyal customers? 10. Finish the sentence: “ultimate goal of your actions should not only be improvement of performance perceptions but …” | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Customer satisfaction*  *Customer loyalty*  *Quality of product* | *Loyalty segments*  *Contractual reason*  *Concept of loyalty*  *Customers’ responses*  *Loyalty program* | *No Loyalty*  *Inertia Loyalty*  *Latent Loyalty*  *Premium Loyalty*  *Customer service* |

***Lecture 10 BUILDING CUSTOMER LOYALTY***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. Who are your most valuable customers? 2. Tell about a main position of total approach. 3. Tell about essentials of customer care. 4. Which are reasons why a customer repeats purchasing? |
| 1. Finish the sentence: “The more you know about customers, the better you …” 2. What means the customer feedback? 3. What means the monitor and analyze the contact with customers? 4. Finish the sentence: “If you keep a dialogue going with customers, they will be more …” 5. What means to have regular contact with customers? 6. Finish the sentence: “One route to achieving customer loyalty is to become…” 7. What means the entertainment of customer? 8. What means give top customers more? 9. Tell about added-value schemes. | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Existing customers*  *Best service*  *Customer segments*  *Brand*  *Customer care*  *Job-specific skills* | *Customers' expectations*  *Appropriate technology*  *Personalized service*  *Customer feedback* | *Editorial control*  *Entertainment*  *Added-value schemes*  *Cumulative*  *Discounts*  *Customer rewards* |

***Lecture 11 CUSTOMER RETENTION AND PRESCRIPTIONS FOR LOYALTY***

***Questions for review***

|  |  |
| --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (13).jpg | 1. Why customers don’t come back anyway? 2. Is it really worth putting in this effort into repeat business? 3. Why do businesses lose customers? 4. Tell about the magic beanstalk of customer loyalty. |
| 1. Which methods to retention customers do you know? 2. If are customer retention and customer loyalty related? 3. Tell about the prescriptions for loyalty. 4. What means Customer retention? 5. Why should you worry about customer retention? 6. Why should you worry about customer commitment? 7. Why should you monitor customer satisfaction? 8. What do include the common loyalty personality divisions? Explain each of them. | |

***Key terms***

|  |  |  |  |
| --- | --- | --- | --- |
| Описание: D:\ПАРИ\УПРАВЛІННЯ ПЕРСОНАЛОМ\i (16).jpg | *Magic beanstalk of loyalty*  *Customer retention*  *Prescriptions for loyalty*  *Reward programs*  *Employee incentive* | *Personality divisions*  *Barriers*  *Perception*  *Concrete advantage*  *Level of involvement*  *Surveys* | *Business transactions*  *Customer commitment*  *Strong relationship*  *Retention campaigns*  *Existing customer* |