

Customer Relationship Management

Running a successful business does not simply mean manufacturing a good product or providing a satisfactory service. A key component of making a business successful in the long run involves maintaining constant touch with the customer and addressing those grievances that are connected to the business. If this is not done, then there might arise a situation in which a business organisation tastes success initially but may later fail by losing customers to other business rivals. Moreover, a healthy customer relationship will help a business organisation gather information about the desire, demand, and mood of the client/customer. And thus this information will help the same organisation create products or provide service that caters to the clients.

- The skill/strategy/method of managing a business organisation's positive relationship with existing customers and establishing bonds with new clients
- Responsibility to ensure a positive relationship between business and its client
- It also involves gathering feedback from the customers

Use of language in customer relationship management

- Avoid using language that might hurt the customer's sentiments
- Use words that are universal and simple to avoid confusing the client
- The language must be precise and directed at the customer
- The customer must be made to feel important
- One must pay attention to what the client has to say and prepare an appropriate response accordingly
- Always be professional when ending the conversation
- Along with speaking skills, listening skills must be cultivated too