

Roleplay on Customer-centric Marketing Methods

Three keywords: -

1. Roleplay
2. Customer-centric
3. Marketing methods

Roleplay

- It involves deliberately acting as another character or person
- The individual involved in the roleplay must be aware of the behaviour of the character he/she is pretending to be

Customer-centric

- It means putting the customer at the centre of your business interest
- Maximum priority is given to the customer
- The Customer's demands and problems are taken care of with sincerity
- Providing the clients with a positive experience
- Meeting the expectations of the customers

Marketing Methods

- It refers to the business plan for attracting prospective buyers/customers
- A good marketing method will help a company perform better than their competitors

- It helps a company/business focus on providing satisfaction to the customer

Thus, based on the general understanding of roleplay, customer-centric, and marketing methods, we could say that: -

“Roleplay on customer-centric marketing methods” demands from individuals the capability to understand the psychology behind correctly communicating with customers and attracting new clients.