**Customer Relationship Management and Customer Relationship Strategy**

This document focuses mainly on a company’s website and its relationship to customers.

**Be aware of the marketplace**

The marketplace for products or services is an ever-changing life form. Some products or services remain popular, so they will always exist as a company staple. What existed even one year ago may have now become obsolete. Take myspace.com. This website was the most popular social media platform at the beginnings of all social media. Nowadays, you don't really hear about myspace.com anymore although the site still exists. What has happened in social media? What has changed?

Always research new trends and changes. While the company needs to stay aware of the current marketplace, at the same time, the company may need to shift gears with new developments in order to keep up with changes as they occur in the product or service that a company offers.

Facebook could be considered the social media example here. The company continually evolves in its look and what it offers. For example, the company continues to consume other companies that it considers to add value to the social media environment. Facebook has also developed its own Javascript programming language, React, which has attracted programmers to create code centered around Facebook itself and its developments.

To know the current environment and be aware of new developments, companies of size maintain research and development ("R and D") teams and also persons who specialize in statistical analysis.

**Gaining a new customer**

Acquiring new customers also needs a strategy. An existing customer may have been with a competitor for a lengthy period of time. The customer of the competitor likes the competitor's product or service, so the art of persuasion needs to be mastered. Some techniques that help include online webinars, conventions, and any printed media that promotes the product. Many companies conduct promotional campaigns through email and distribution of sample products. This is probably how customer acquisition starts, because if an employee or manager noticed even a small item about the competitor, the company may then explore further what that competitor offers. Should this occur, companies also need to keep track of the strategies that are bringing this interest from other customers.

**Detect customer needs**

There are various methods that can be utilized to discover customer requirements. Online polls and surveys are an example here. Promotion of ideas on the company website landing page are one of the best methods to display ideas. For example, you may see the carousel on the landing page. The changing images attract a person to see all the images. Google analytics has existed for many years now and is still probably the most widely used software for Companies to detect what the customer is viewing online. Through configuration of the company's website, Google Analytics can be harnessed to view these statistics.

**Check on customer at intervals**

Companies should maintain methods that maintain the relationships with its customers. The process itself should always be continuous, and the company should also track its strategy in this process. Often this idea is overlooked because the company is so focused on acquiring new customers. Reaching out by phone to actual people at its customers is always a good idea. Having an easily accessible and dedicated page on a company's website should always be present. Online, maintaining a dedicated space easily accessible on the website where the customer can always provide input should be essential. This type of page should not be too involved, just a place where the customer can express likes or dislikes. This type of webpage can be configured multiple ways using single or multiple choice questions and also input areas for sentences or paragraphs.

**Offer new features based on what the customer currently has or does**

Does the customer perform heavy usage of a website feature? Can this feature be improved or enhanced? The company should make an effort to improve this feature if possible. Of course, any change should be heavily tested and previewed before implementation. "Shock value" should also be considered. Does the new feature provide a nice addition or is it a turnoff to the current user experience? All these questions need to be considered in this type of website development. While teams work with deadlines, it is better to extend development of new features to deliver the finished product.

**Offer customer new features when they are added**

This is related to the R and D previously mentioned. New features demonstrate that the company keeps up with the marketplace, but also shows that the company can be an influential disruptor. Being a disruptor shows that the company endeavors to stay "bleeding edge" as it is called. When new features are added, the company also needs to create an email campaign or maybe a landing page banner that makes current and new customers aware of the new feature. Because a customer becomes accustomed to the usual activities of the website, such a campaign is required to attract the attention of the customer to spend any time utilizing the new feature.