What are the differences between customer intimacy and one-time transactions?

Customer intimacy:

* Strategy for building lasting relationships with your customer
* Focus is more on what the customer wants
* Is a long term relationship
* Helps with providing better customer support
* Focuses on customer loyalty and long term customer engagement rather than short term goals

One-time transaction:

* As stated, is a one time relationship
* Transactional marketing campaigns focus on the actual sales process of an item
* Does not concentrate over customer satisfaction and value as it’s a one time relationship
* Makes a new customer every time
* Does not provide customer support

These are both business methods that differ in the fact of their focus. One focuses more about customer retention and satisfaction, while the other looks more for a quick sale then on to the next.

References:

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