

CUSTOMER RELATIONS

Customer Relations Management (CRM) is the process and practices of how an business deals with their customers. Within customer relations involves the communication and interaction of the business with their customers, but also includes analyzing what customers do, and what they are likely to do in the future, the policies and guidelines a business has to work with their customers.

The purpose of having a clear vision of customer relations is critical for a business to try to ensure customers are satisfied and willing to continue being a customer of a business. To do this a business needs a customer focused mindset. In order to keep the customers satisfied while trying to increase business and revenues a business should try to:

- Communicate the Service - people are willing to pay more for feeling comfortable. Making a customer know that they are in good hands and have a business ready to provide them excellent customer service is important and needs to be clearly communicated.
- Be Logical - thinking of what might be common and realistic for consumers to need, should be provided to customers. Making products/service available before a customer asks for it, or knows they need it makes a customer more comfortable.
- Make Customers the Priority- a business is run by people that have similar needs and wants like their customers. In order to enable to encourage sales and positive customer service a business has to put the needs of the customer first. For businesses and employees they probably would prefer to have long lunch breaks, and nights and weekends off, but if a business is shut down during these times to satisfy their employees it will also make it more difficult to purchase for customers

http://www.investopedia.com/terms/c/customer_relation_management.asp

<http://smallbusiness.chron.com/keys-excellent-customer-service-2084.html>