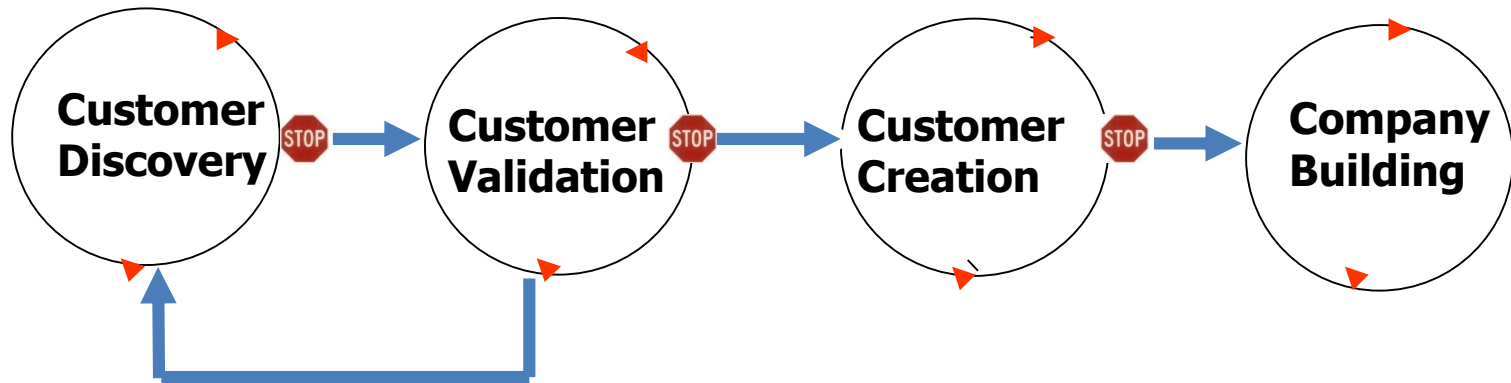


**Customer Care trends and
best practice
Marketing Forum
23 February 2017**

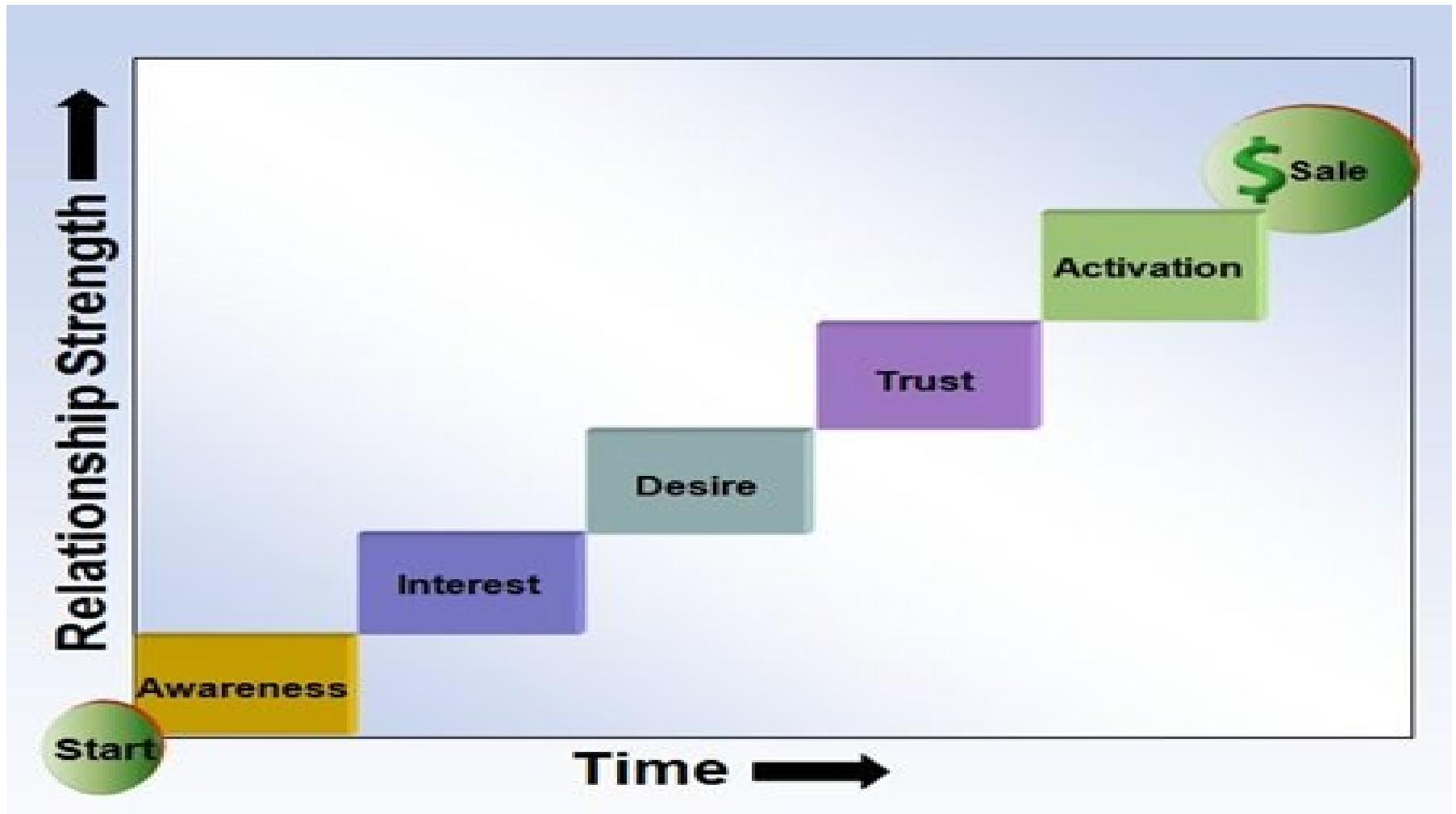
Dr Elsabé Conradie



CUSTOMER DEVELOPMENT



DEVELOPING RELATIONSHIPS TAKE TIME – RELATIONSHIP DEVELOPMENT CYCLE



BUILDING CUSTOMER RELATIONSHIPS (THROUGH CUSTOMER DEVELOPMENT)

- Communicate like a human being
- Learn about your customer
- Live for customer complaints
- Stay in regular contact with your customer
- Build trust with customers
- Practice inbound/internal marketing

KEY FOCUS OF CUSTOMER MANAGEMENT

KEY FOCUS AREAS

Allowing the formation of **individualised relationships with customers**, with the aim of improving customer satisfaction and maximising profits; **identifying the most profitable customers and providing them the highest level of service**

Providing employees with the **information and processes necessary** to know their customers **understand effectively build relationships between the organisation, its customer base, and distribution partners**

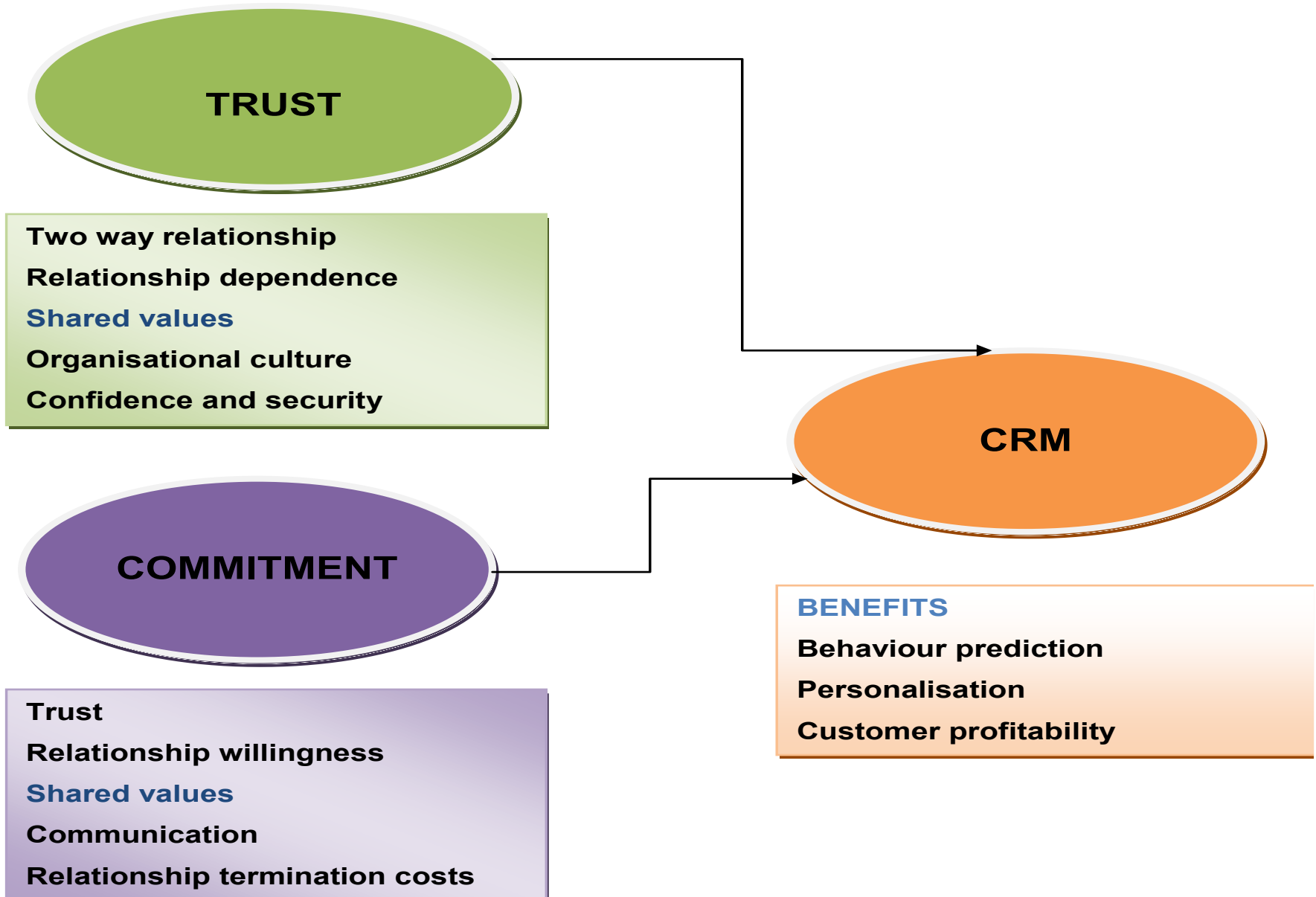
CUSTOMER MANAGEMENT GUIDELINES

	TRUST
1	Always be TRUSTWORTHY
2	Employees must show RESPECT towards customers
3	RESPECT through:  Communication (How do you communicate with the customer. I.e. Level of professionalism (Telephone vs Frontline staff) Be HONEST and TRUTHFUL in dealings with customers
4	Ensure PROMISES made are RELIABLE
5	Be consistent in PROFESSIONAL and QUALITY service delivery
6	FULFILL obligations to customers

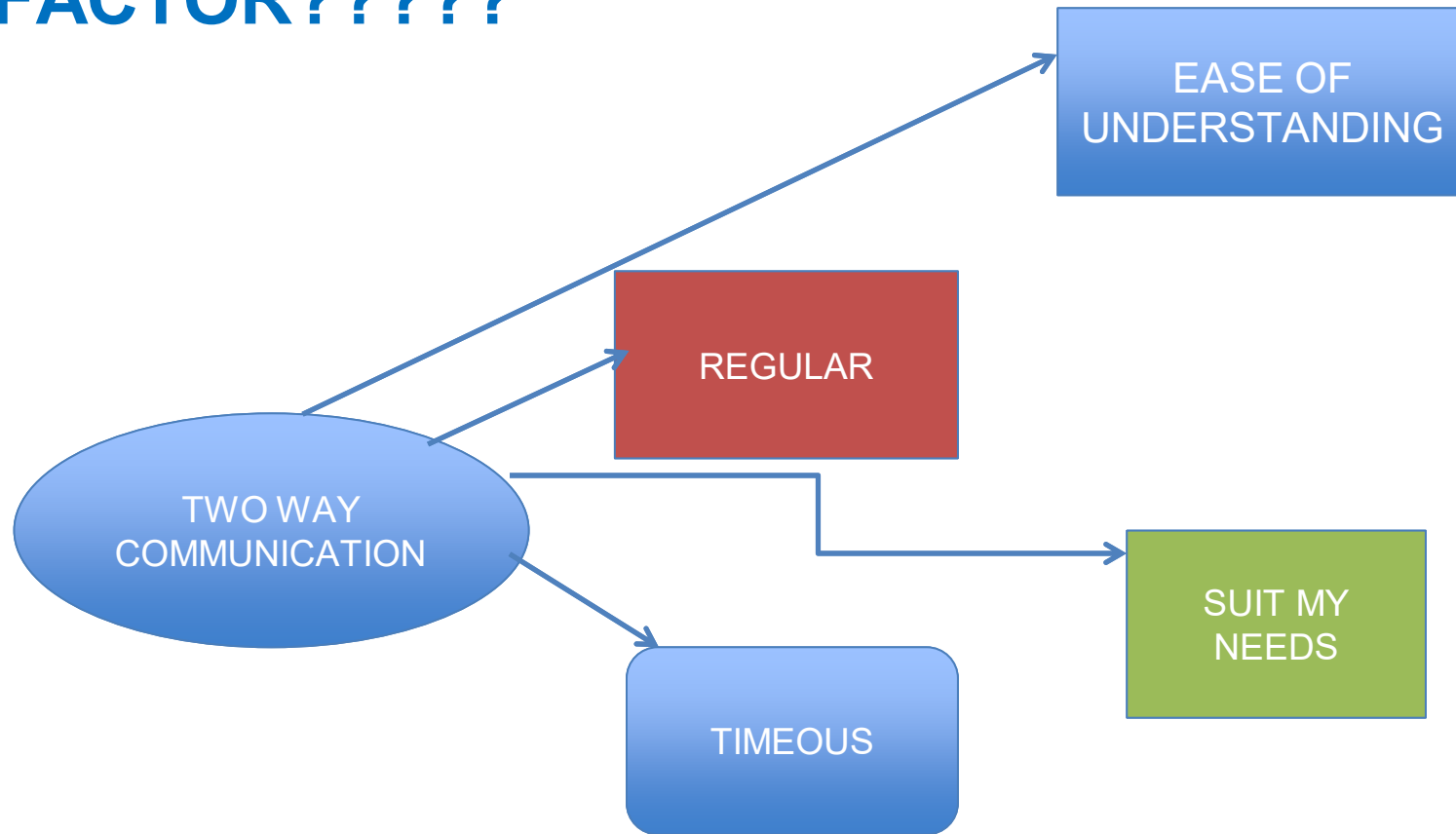
MANAGING CUSTOMER RELATIONSHIPS – TO CREATE VALUE?

- **COMMUNICATE WITH CUSTOMERS**
 - **MEASURE CUSTOMER SERVICE LEVELS**
 - **GATHER CONTINUOUS FEEDBACK**
 - **ASSESS THE RESOURCE LEVELS AVAILABLE**
 - **ASSESS AND MONITOR DELIVERY CAPACITY**
 - **ENSURE STAFF ARE SUITABLY TRAINED**
 - **MAKE THE MOST OF TECHNOLOGY**
-

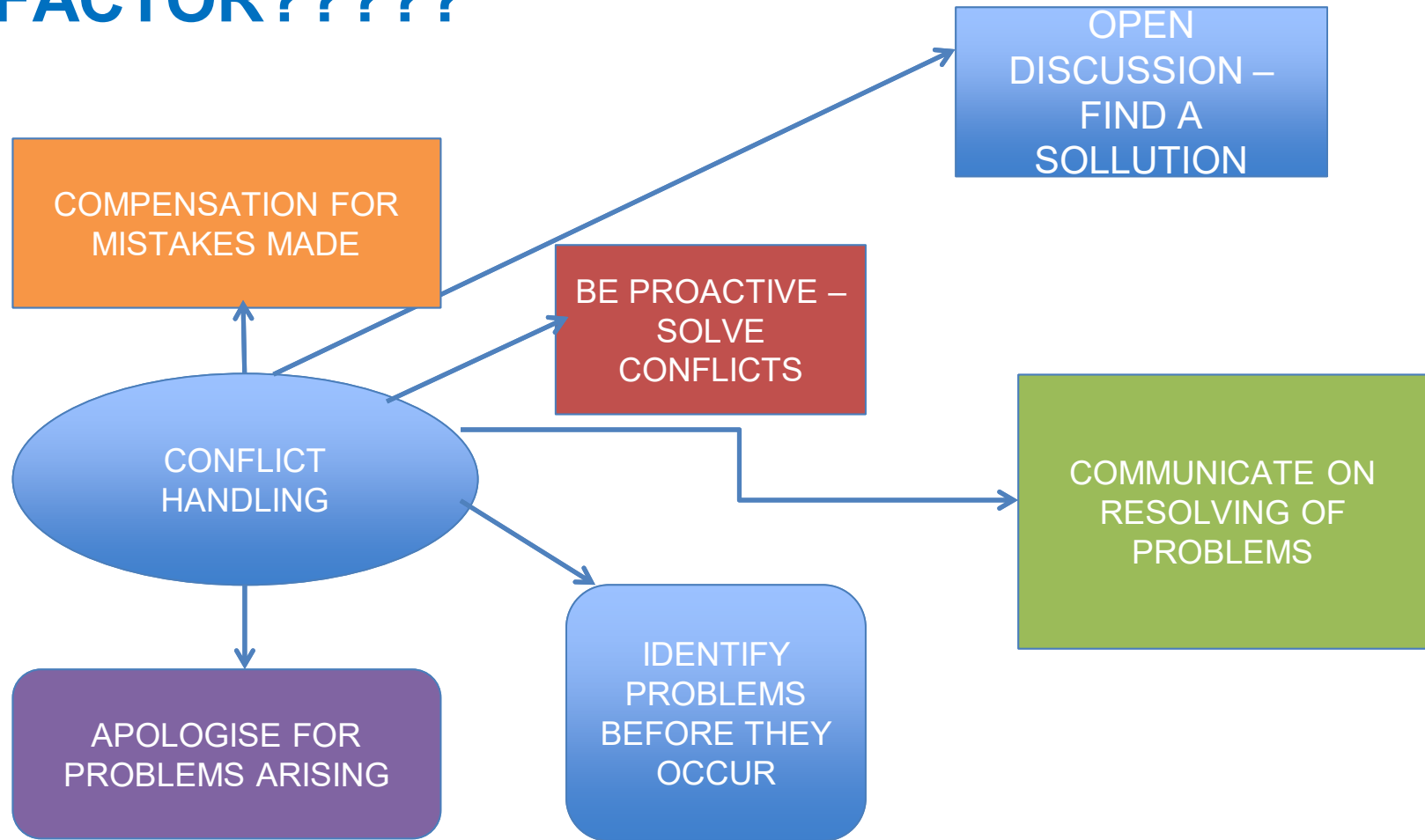
KEY FACTORS – TRUST & COMMITMENT (The basis)



TWO-WAY COMMUNICATION – ADDITIONAL FACTOR?????



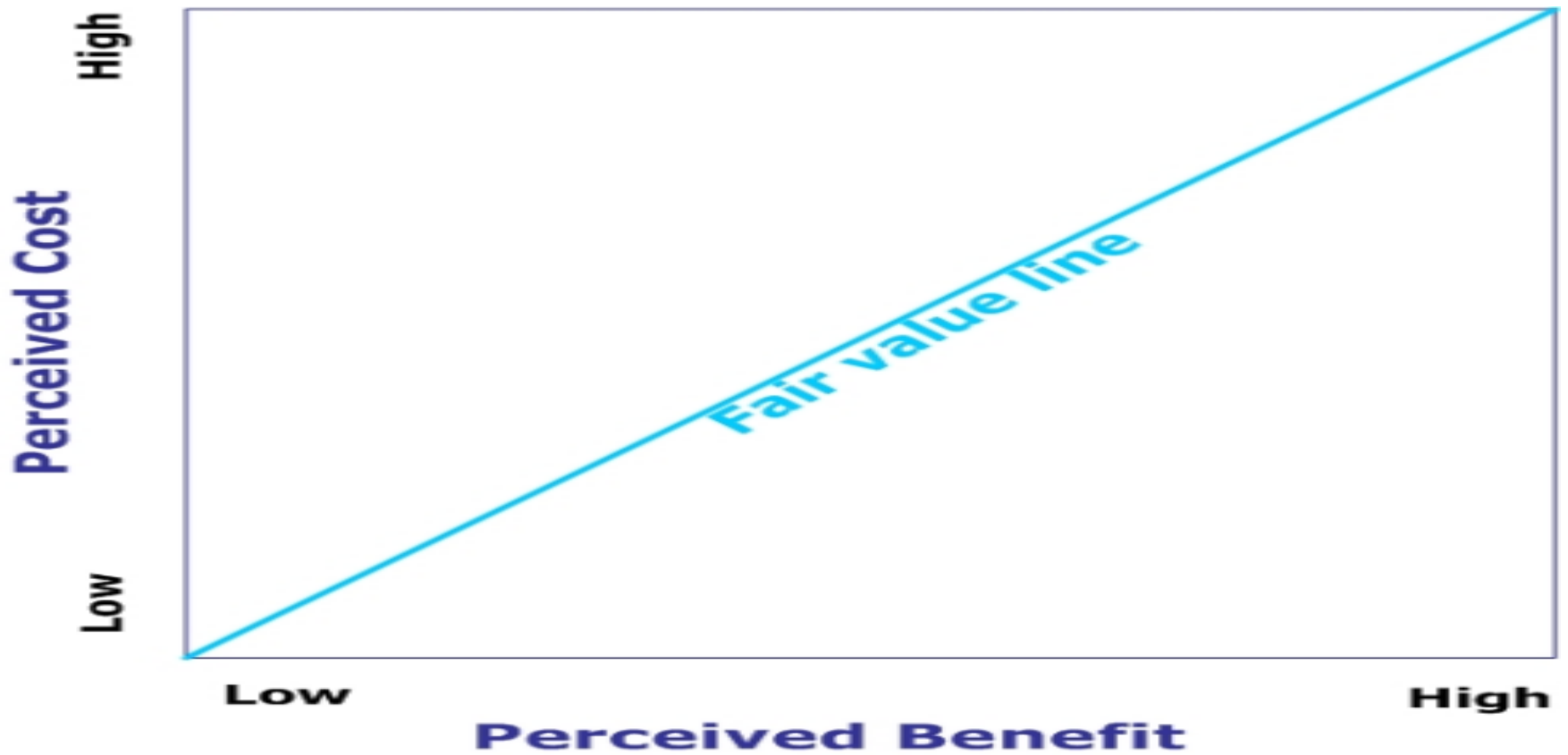
CONFLICT HANDLING – ADDITIONAL FACTOR?????



The role of competence in value creation

- Market segmentation
- Market targeting
- Market differentiation
- Market positioning
- Consumer behaviour

THE FAIR VALUE LINE



WHY SHOULD VALUE BE CREATED?

1	Customer involvement in value creation – ENHANCES TRUST AND COMMITMENT
2	ENHANCES levels of interest in product or service
3	A COMPETITIVE edge – provide what customer wants
4	ASK: VALUE TO WHOM???? BENEFIT BOTH SUPPLIER & CUSTOMER
5	WHAT IS THE VALUE? (Brand image, product quality, profitability, segment status?)
6	Secure LONG-TERM retention and profitability
7	Positive WORD-OF-MOUTH recommendations

WHAT VALUE SHOULD BE DELIVERED?

1

- **REMEMBER**
- There are two stages at which customers assess value: **BEFORE** and **AFTER** they purchase a product or service.

2

- Value is perceived at various levels; therefore, value needs be delivered at **v a r i o u s l e v e l s** .

3

- Understanding **WHAT** customers value is the **first step** in delivering customer value.

CUSTOMER VALUE PROCESS

Understanding of customer value concept	Actions that BUSINESS can take	The BUSINESS' advantage
Points of value that matter to customers	Develop market offer based on points of value that matter to customers	Create customer value proposition with a resonating focus
Dimensions along which value is perceived	Identify opportunities for new value creation propositions	Compete based on points of value other than just cost
Customer's desired needs change over time	Observe customer environment to better understand changes in customer requirements	Deliver value proactively by anticipating changes in customer's desired needs
Customer feedback	Combine existing organisational capabilities (market orientation, knowledge management, customer relationship management)	Improve value proposition of existing products and services

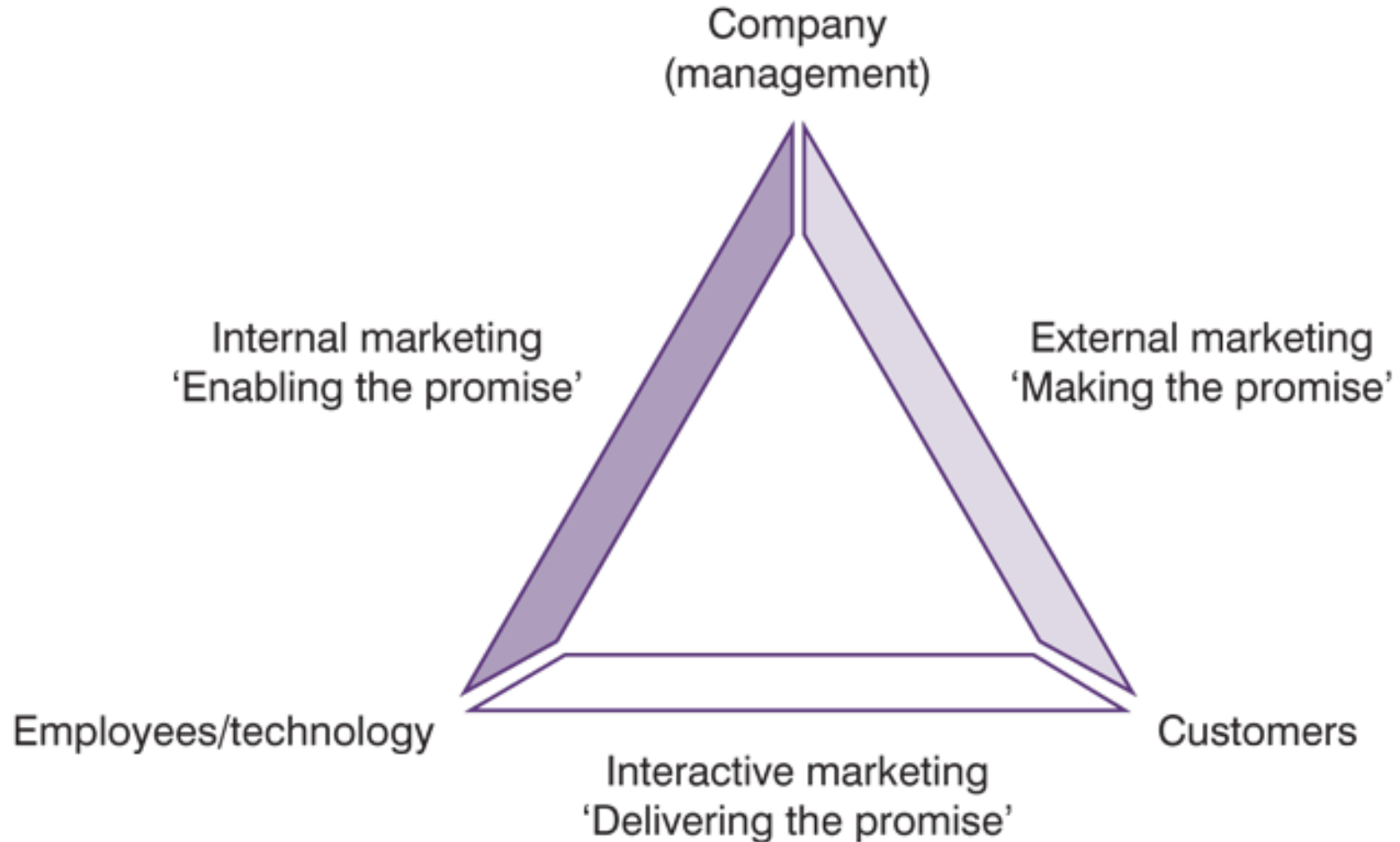
A PERSPECTIVE ON CRM

- **AN ALL EMBRACING APPROACH**
- INTEGRATES SALES, CUSTOMER SERVICE, MARKETING, FIELD SUPPORT, OTHER FUNCTIONS EMBRACING CUSTOMERS
- **CRM APPLICATION – INTEGRATION OF PEOPLE, PROCESSES & TECHNOLOGIES**
- CRM EXPLORES – MAXIMISATION OF CUSTOMER VALUE
- HOW?
- **DIFFERENTIATING THE MANAGEMENT OF RELATIONSHIPS**

Social media trends

- Content
- Geo-location
- Customer experience
- Personalisation and customisation
- Omnichannel – mobile and digital

Services marketing triangle



Bryan Pearson quote

Bryan Pearson, Alliance Data Systems:

“Instead of developing real relationships with our customers, we often reduce them to mere ones and zeros... today the balance between art and science has teetered inexorably toward science as the true artistry we develop dwindles”

DISCUSSION