



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



## 23BAT722-Customer Relationship Management

### Unit 1 – Customer Value



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Redesigning Common Mind & Business Towards Excellence



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



# Guess the Topic!!!

Customers see value in a company that makes their lives easier and improves their overall sense of well-being.





# Recap

- Customer value is best defined as how much a product or service is worth to a customer.
- Here's how companies can enhance their value to improve the customer experience and increase satisfaction.





# Discussion about....

➤ Customers see value in a company that makes their lives easier and improves their overall sense of well-being.

➤ In their minds, the benefits of their purchase are worth the cost, and they'll continue to reward the company with their business.





# Personalize your support interactions

To deliver a more effortless customer experience, go a step further by connecting conversations across the various channels you offer. This is what it means to offer omnichannel support. With an omnichannel platform like Zendesk, interaction history and context travels with the customer from channel to channel, allowing agents to provide better, personalized support.



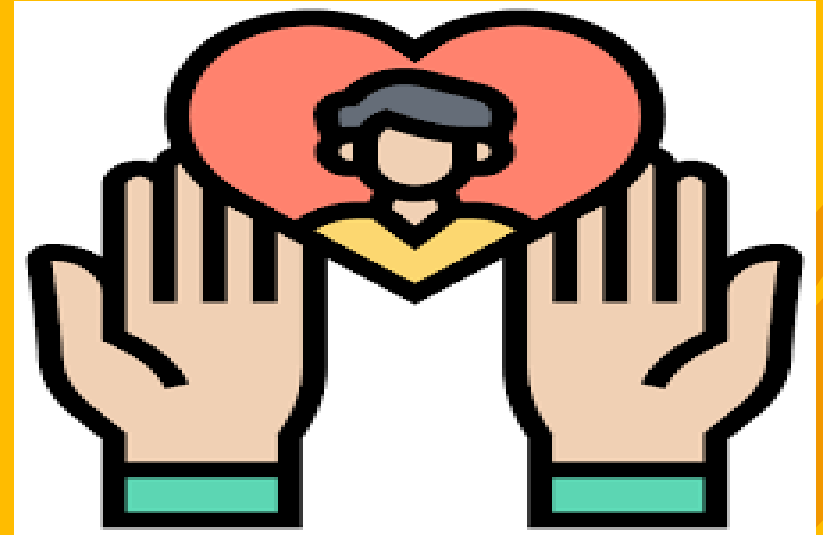


# Provide multichannel support options





# Create a robust onboarding program





# Prioritize customer success







# Address patterns in support issues





# Make sure customers know you've heard them





# Knowledge Check

Loyal customers are rewarded simply for continuing their buying habits, further deepening their ties to the business and giving them added value they can't find at competitors. When creating a loyalty program, choose rewards that are enticing to your particular audience. Listen to your customers and let them be your guide.





# Summary

People often measure a business' success by its sales. But to gauge a company's long-term success, you also have to consider another factor: the way customers feel after they make a purchase.

X To grow your company, customers should consistently feel your product or service was worth its price.





Thank  
you