

# Customer Relationships

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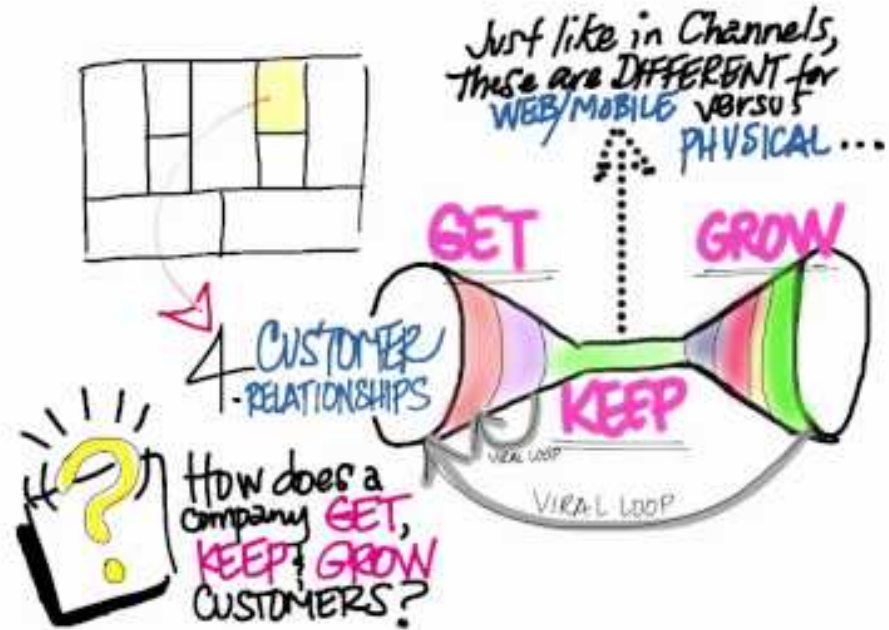
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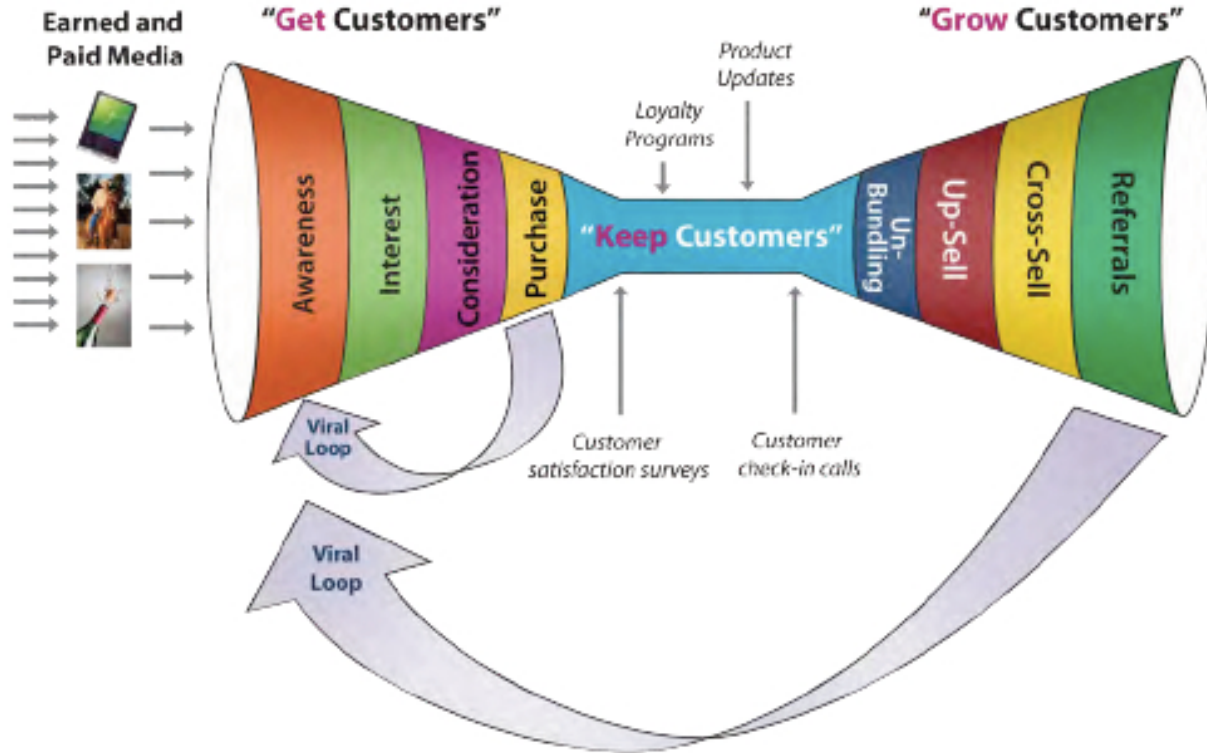
# Customer Relationships

- What type of relationship do we establish with particular Customer Segments?
  - What type of relationship does each customer segment expect us to establish and maintain with them?
  - Which ones have we established? How costly are they?
- Categories of Customer Relationships:
  - Personal Assistance – based on human interaction
  - Self Service / Automated Services – no direct relationship with customer
  - Communities – facilitate connections with members of a community
  - Co-Creation – engage the customer to create value for others

# Customer Relationships



# Physical Channel



# Web / Mobile Channel

“Get Customers”

“Grow Customers”

