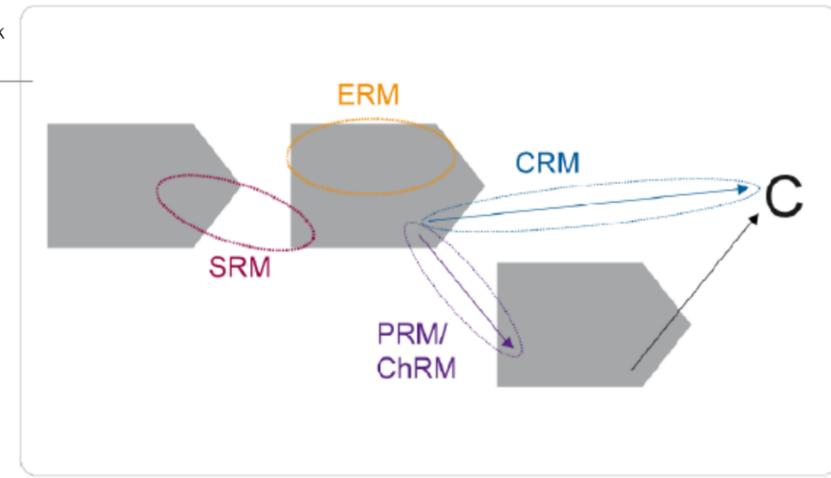


Relationship management
 Study guide section 12 (2009)

XRM = Extended relationship management

- manage the whole supply network across any boundaries
- SRM** = Supplier Relationship Management
- ERM** = Employee Relationship Management
- CRM** = Customer Relationship Management
- PRM** = Partner Relationship Management
- ChRM** = Channel Relationship Management

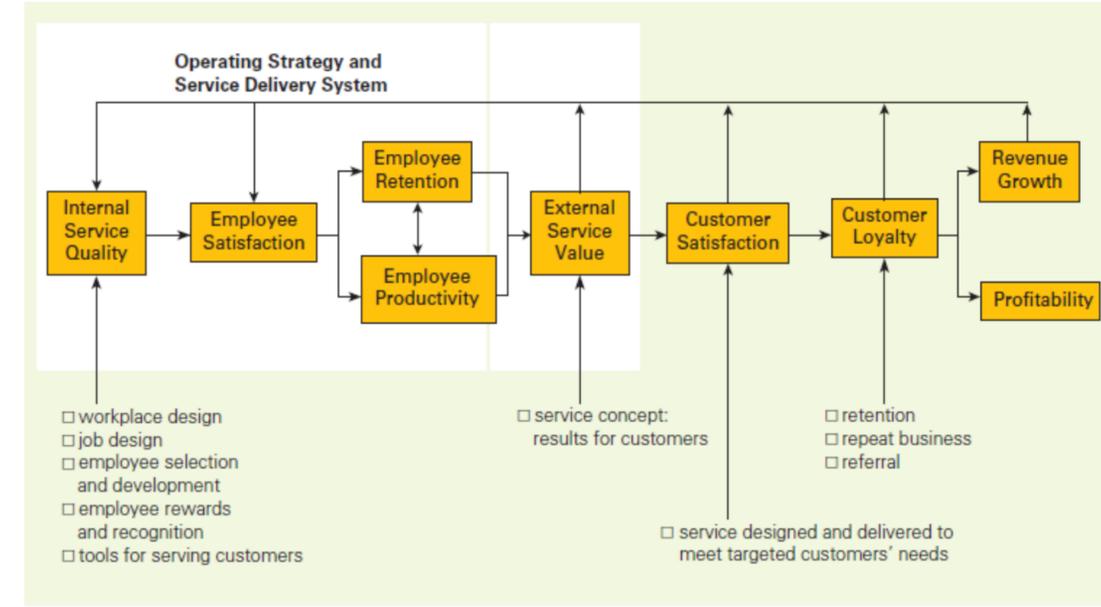


(Quaye, 2006)

- make people feel better --> raise self-esteem
- Display rules given by company
- More service oriented companies lead to rise in emotional labour --> Pint of distinction
- Deep acting (internalized), Surface acting (not internalized)
- Coping strategies (leave room etc.)

Emotional labour

Service profit chain
 Heskett, J L et al (1994a) Putting the service-profit chain to work. Harvard Business Review, 72 (2), 164-70



Measures

- Depth of relationship (how many services are used)
- How much do you spend on business development vs. customer retention?
- Customer defection --> why do customers defect --> Exit interviews?
- VOC -Voice of customer --> customer satisfaction

A Satisfied Customer Is Loyal

