

Relationship management

Study guide section 12 (2009)

XRM = Extended relationship management

manage the whole supply network across any boundaries

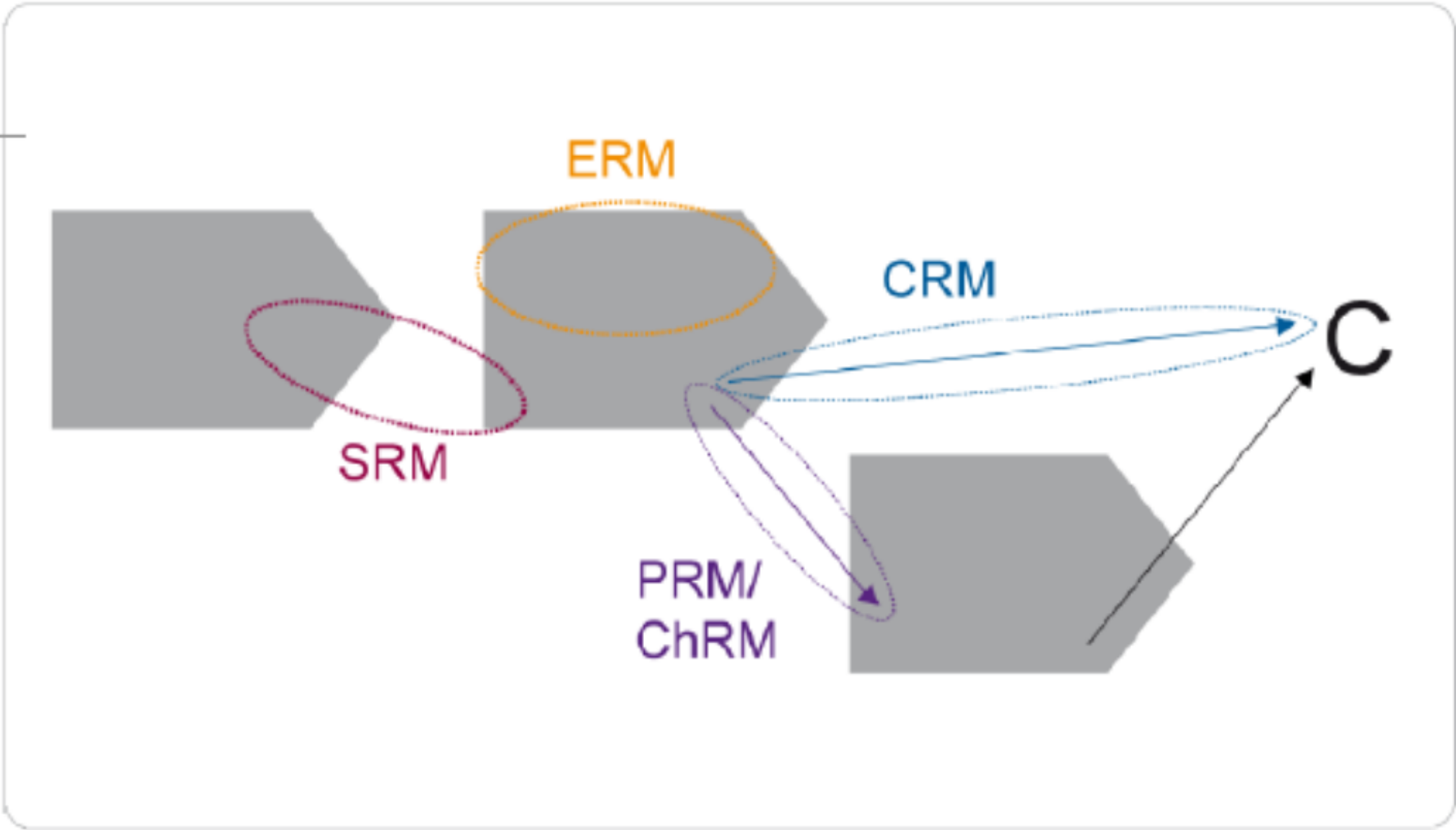
SRM = Supplier Relationship Management

ERM = Employee Relationship Management

CRM = Customer Relationship Management

PRM = Partner Relationship Management

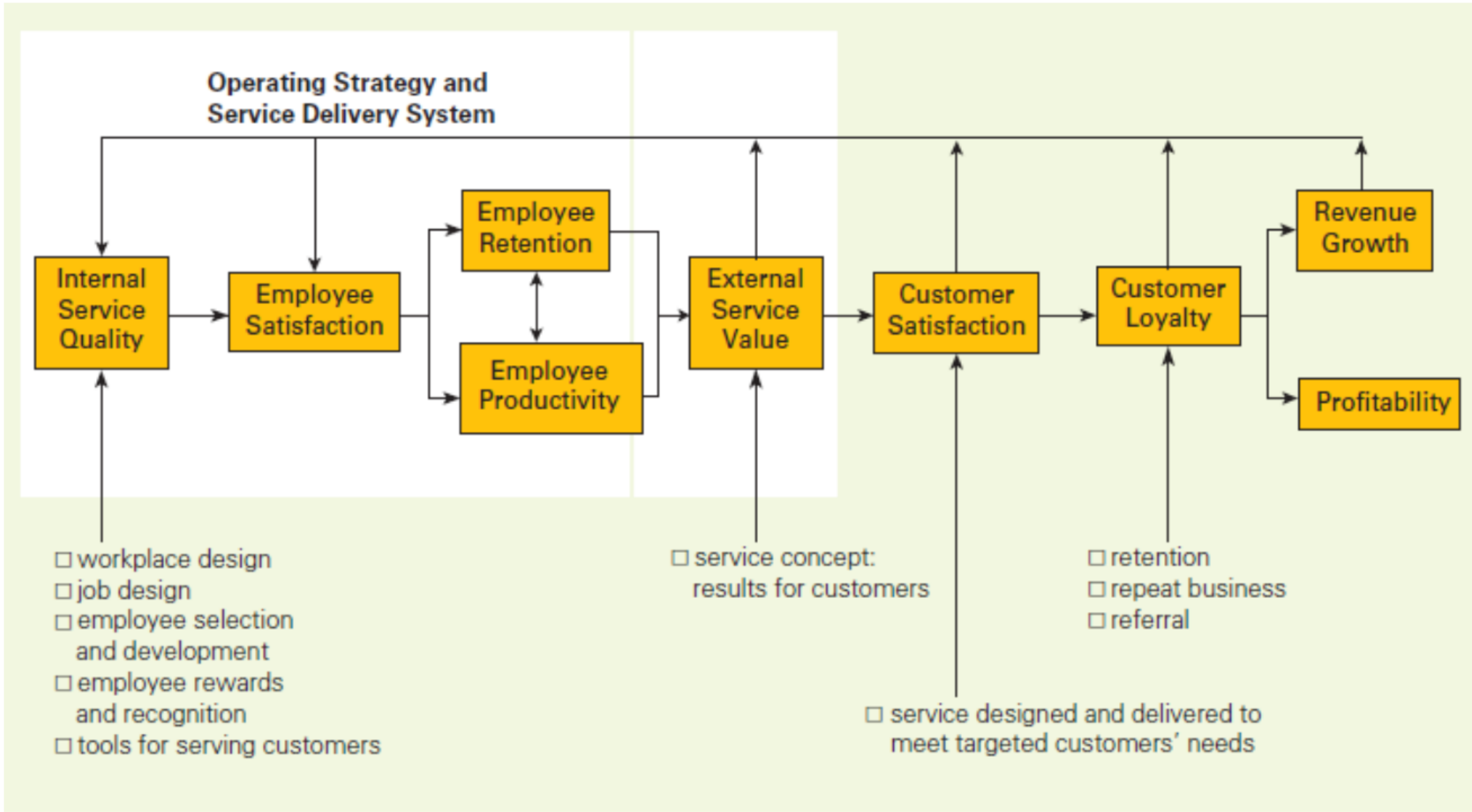
ChRM = Channel Relationship Management



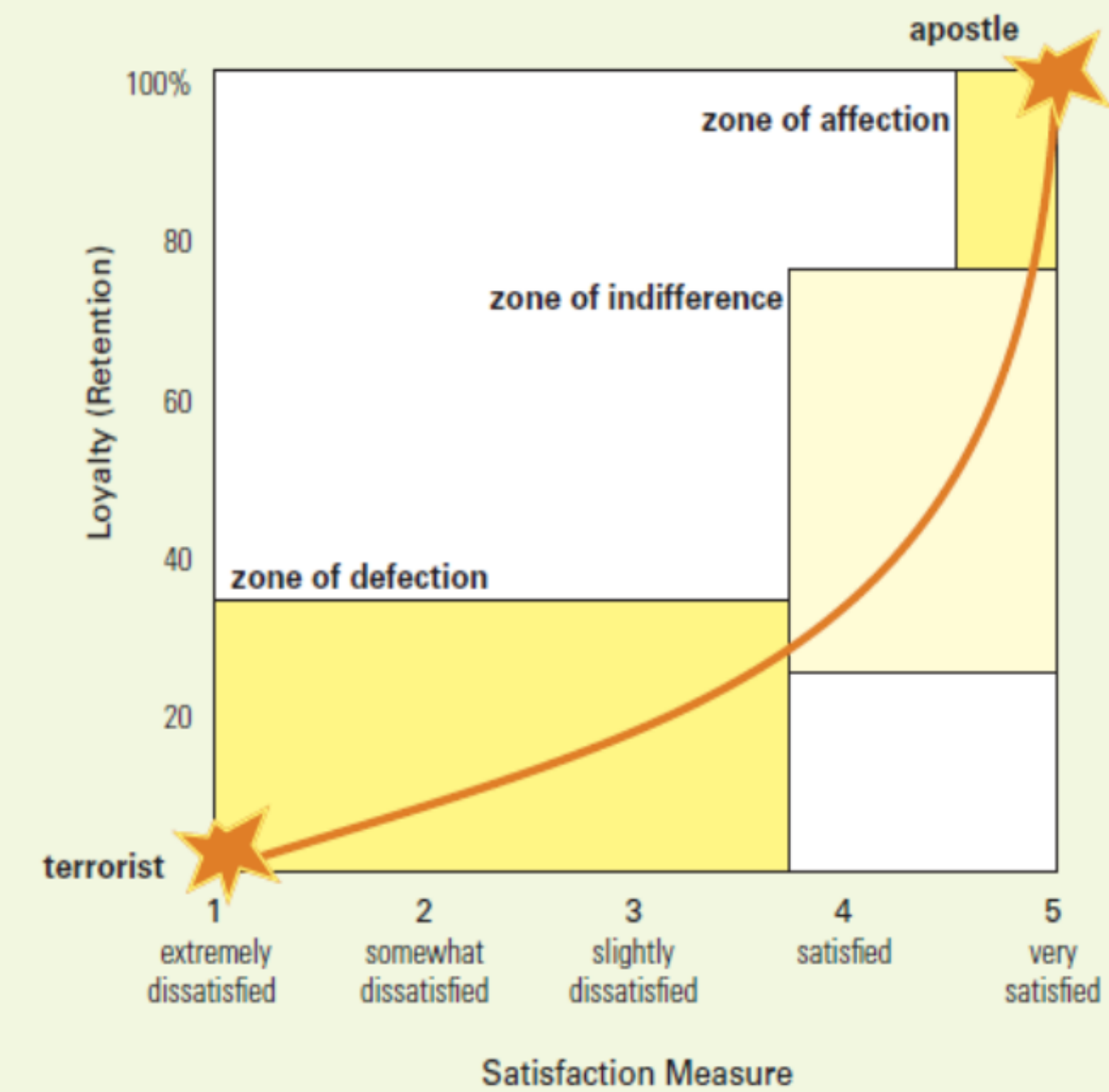
(Quaye, 2006)

Service profit chain

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



A Satisfied Customer Is Loyal



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

Measures

Depth of relationship (how many services are used)

How much do you spend on business developmnet vs. customer retention?

Customer defection --> why do customers defect -->Exit interviews?

VOC -Voice of customer --> customer satisfaction