



Entrepreneurship 101

Session 8. Customer Relationships



Learning Objectives of the Session

1. Understand the purpose of customer relationships.
2. Get, keep and grow your customer base.
3. Define the customer relationships of your business.



What are Customer Relationships?

Customer relationships allow you to:

- Grow,
- Build and
- Nurture customer relations.

Relationships can range from:

- Highly automated and transactional to
- Highly personalised and tailored to needs.



Types of Customer Relationships



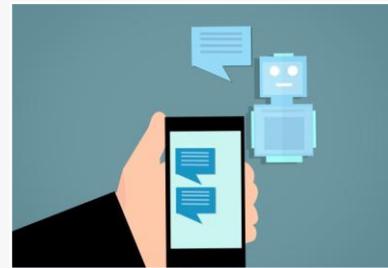
Personal assistance



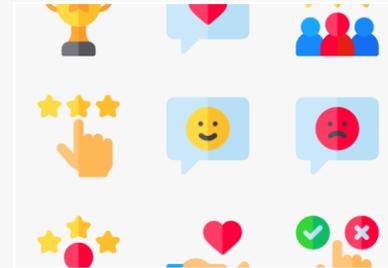
Dedicated personal assistance



Self-service



Automated services



Communities



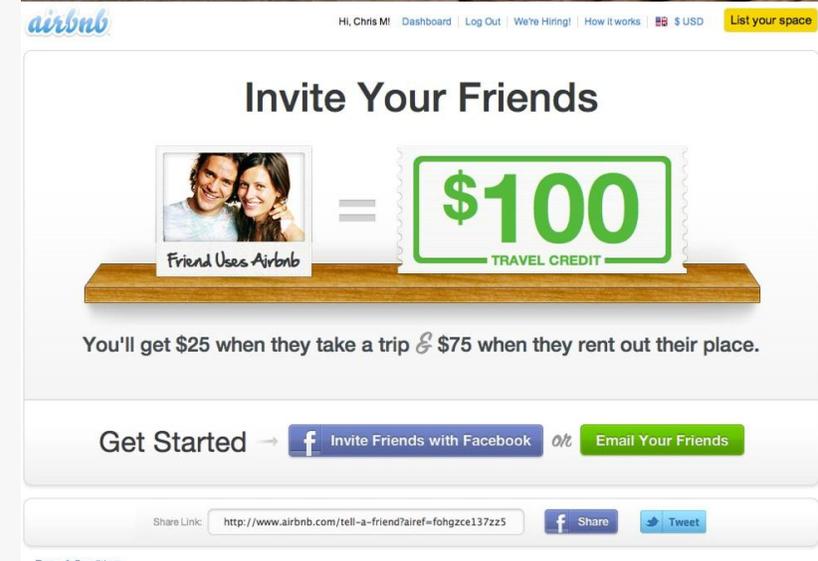
Co-creation or crowdsourcing

GET, KEEP AND GROW

- GET – acquiring new customers to your business.
- KEEP – retaining customers so they return.
- GROW – growing the value of each customer.

AND

- REFERRALS – encouraging customers' recommendations.



airbnb Hi, Chris M! Dashboard Log Out We're Hiring! How it works \$ USD List your space

Invite Your Friends

Friend Uses Airbnb = \$100 TRAVEL CREDIT

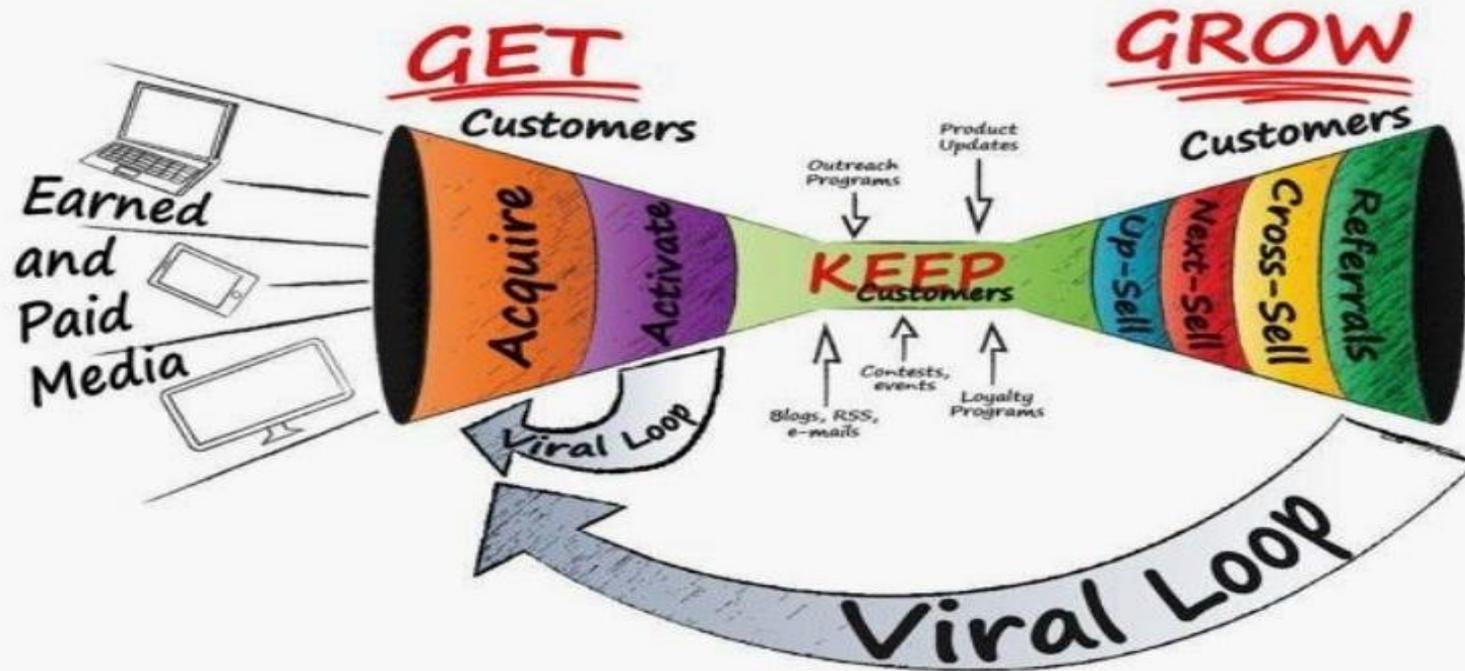
You'll get \$25 when they take a trip & \$75 when they rent out their place.

Get Started → [f Invite Friends with Facebook](#) or [Email Your Friends](#)

Share Link: <http://www.airbnb.com/tell-a-friend?airef=fohgzc137z25> [f Share](#) [T](#) Tweet

Terms & Conditions

Get, Keep and Grow Marketing Funnel



Business Model Canvas – Customer Relationships

