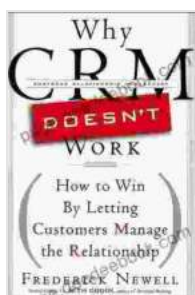


How to Win by Letting Customers Manage the Relationship: Bloomberg 38

In today's digital age, customers have more power than ever before. They can easily find information about your products and services, compare prices, and share their experiences with others. This means that businesses need to find new ways to attract and retain customers. One effective way to do this is to let customers manage the relationship.

When you let customers manage the relationship, you give them the power to decide how and when they want to interact with your business. This can be done through a variety of channels, such as email, social media, and live chat. By giving customers the flexibility to choose the channel that works best for them, you can make it easier for them to do business with you.



Why CRM Doesn't Work: How to Win by Letting Customers Manage the Relationship (Bloomberg Book 38) by Jon Tuttle

★★★★☆ 4.3 out of 5

Language : English
File size : 3640 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 88 pages



In addition to giving customers more control over the relationship, you can also benefit from letting them manage it. When customers feel like they are in control, they are more likely to be satisfied with their experience and to do business with you again. They are also more likely to be loyal customers and to recommend your business to others.

There are a number of ways that you can let customers manage the relationship. Here are a few tips:

- **Give customers multiple ways to contact you.** Make it easy for customers to get in touch with you by providing them with multiple contact options, such as email, social media, and live chat. This way, customers can choose the channel that works best for them.
- **Respond to customer inquiries quickly.** When customers reach out to you, it is important to respond quickly and professionally. This shows customers that you value their business and that you are committed to providing them with a positive experience.
- **Be flexible and accommodating.** When dealing with customers, it is important to be flexible and accommodating. This means being willing to work with customers to find a solution that meets their needs.
- **Empower your employees.** Your employees are the front line of your customer service team. It is important to empower them to make decisions and to resolve customer issues on their own.
- **Use technology to improve the customer experience.** There are a number of technologies that can help you to improve the customer experience, such as CRM systems and live chat software. These

technologies can help you to track customer interactions, manage customer data, and provide customers with self-service options.

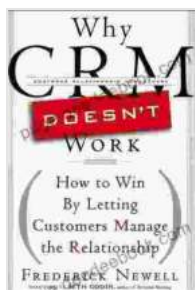
By following these tips, you can let customers manage the relationship and create a more positive and profitable customer experience.

Here are some examples of companies that have successfully implemented customer-managed relationships:

- **Zappos.** Zappos is an online shoe retailer that is known for its excellent customer service. Zappos gives customers the power to manage their own accounts, track their orders, and return items without any hassle. Zappos also has a dedicated customer service team that is available 24/7 to help customers with any questions or problems.
- **Amazon.** Amazon is an online retailer that offers a wide variety of products and services. Amazon gives customers the ability to manage their own accounts, track their orders, and return items with ease. Amazon also has a customer service team that is available 24/7 to help customers with any questions or problems.
- **Apple.** Apple is a technology company that is known for its innovative products and services. Apple gives customers the ability to manage their own accounts, track their orders, and get support for their products online or through the Apple Store app. Apple also has a dedicated customer service team that is available to help customers with any questions or problems.

These are just a few examples of companies that have successfully implemented customer-managed relationships. By following the tips in this

article, you can create a more positive and profitable customer experience for your business.



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