

# Establish relationships with customers

Science



Response to Rosenfield's Arguments on Establishing Relationships with s As stipulated, Rosenfield suggests that if companies wish to establish relationships with customers, they should provide solutions rather than products. One believes that by providing solutions, Rosefield meant that companies should address identified problems or needs that must be satisfied through the products and services that are to be designed, produced and marketed. If companies just provide products without any regard to the customers' need, these organizations could blindly create things that would not be successful and sustained in the long term.

Accordingly, a "satisfied customer" is not enough to create customer loyalty because customer loyalty is established not only through meeting basic needs, but in delighting the customers so that they will continue to patronize and repeatedly purchase the products or services of organizations. Further, all organizations aim to satisfy their customers but only a few establish customer loyalty due to the added value provided.

Products that generate a lot of customer loyalty are Coke, Johnson and Johnson, Procter and Gamble, Nestle, Colgate-Palmolive, to name a few. These products exemplify giving their customers more value for the products patronized in terms of extending care, addressing inquiries immediately, ensuring high quality of products for the price paid, and making them instrumental part of the customers' daily lives.

Microsoft could be deemed as an organization that earned customer loyalty due to the exemplary quality of products offered to the consumers. A lot of its products have been replicated by other computer organizations but their mission and genuine commitment to help people and business organizations through sharing the products that they offer are commendable and

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consistent with the ideals for social responsibility; as well as conformity to ethical and moral standards.