

Customer experience management

Business



Customer Service- Customer for Life discussion

For companies to succeed in this very competitive world, they need to be able to attract many customers. However, the most important success factor is how well they maintain them. Companies, therefore, need to develop lifelong customers, those that are very loyal and will, therefore, remain the company's customers for life. In order to do this, with all the new e-commerce and social tools, companies need to place their customers in control hence manage the customer relationship. They should be set free to set the rules of how they would wish to deal with the company. Companies should aim at optimizing the entire customer experience while again focusing on traditional CRM functions as a customer loyalty program, call center automation and outbound marketing. Companies need customer experience management in order to develop lifelong customers.

In North Dakota, a company that fits this description is Gate City Bank. The corporation ensures that the processes of its employees are completely attuned to making and keeping the customers satisfied at each and every step along the way, which it does with the help of a thorough and detailed feedback program. The Bank also ensures that its customers feel special and appreciated to make them lifelong customers. A condition it achieves by sending them gifts or cards on special occasions and holidays, remembering their anniversaries and birthdays, sending them a regular newsletter and special reports explaining to them how to benefit more from the products offered and also to improve their various life aspects. The company summarizes this in their mission statement:

To provide a welcoming atmosphere and a commitment to making the lives

of our customers and employees better by investing in them and their communities For a Better Way of Life.