

Today's marketing is described as

CRM

Customer Relationship Marketing

Courtesy

Relationship

Manners



CRM ALSO IMPLIES

Customer Referral Marketing

Cheerfulness

Resourcefulness

Methods



**“A successful client is the best
form of advertising/promotion”**



“To Become VIP *(Very Important Person)* **in**
Marketing, we need to Offer VAP
(Value Added Product)”



TOUCH POINTS

USP

Unique Selling Points



ESI

Enthusiasm

Sincerity

Industrious



BBC

BCC

Better

Customer

Care



SERVICE QUALITY DIMENSIONS

- 1) **Tangibly**
- 2) **Reliability**
- 3) **Assurance**
- 4) **Responsiveness**
- 5) **Empathy**

