

Customer relationship management

“A happy customer is a customer for life”. That’s what customer relationship managers learn from their training and practice. As they say: If we make a mistake, we have to put it right immediately. Companies who just focus on the profit from one sale or one transaction are missing the point.

Today, the game is not about winning new customers, but keeping the existing ones as long as possible. It’s about selling them new services to meet their changing needs as their life develops: from their first job, to starting a family, buying a house or preparing their retirement. It costs a fortune in terms of marketing and communication to win a new customer; if we lose them, we are throwing away all our investment. What kind of financial strategy is that? It’s crazy.

This means: acknowledge your mistakes and respond positively. Try to meet, or even exceed, the customer’s expectations by showing how much you care. A great sales team knows that a complaining customer is actually not just an opportunity to put things right, but it’s also a way of demonstrating the company’s commitment to them. That way, the best companies turn their complaining customers into fans and build loyalty for life. The short-term cost is nothing compared with the long-term gain.



Ex. 1 Match the two columns to form collocations as in the text:

- | | |
|-------------------|---------------|
| 1. to make | the point |
| 2. to focus | services |
| 3. to miss | positively |
| 4. to win | on the profit |
| 5. to sell | new customers |
| 6. to meet | a mistake |
| 7. to respond | loyalty |
| 8. to exceed | needs |
| 9. to demonstrate | expectations |
| 10. to build | commitment |

Ex. 2 Without looking to the previous exercise, do you remember the verbs completing these collocations?

- | | |
|----------------------------|-----------------------------|
| 1. to b_____ loyalty | 6. to m_____ needs |
| 2. to d_____ commitment | 7. to m_____ the point |
| 3. to e_____ expectations | 8. to r_____ positively |
| 4. to f_____ on the profit | 9. to s_____ services |
| 5. to m_____ a mistake | 10. to w_____ new customers |

Ex. 3 Which words in the text mean the following:

- | | |
|----------------|----------------|
| 1. zarządzanie | 5. inwestycja |
| 2. szkolenie | 6. oczekiwanie |
| 3. sprzedaż | 7. sposobność |
| 4. potrzeba | 8. lojalność |

I know English idioms!

Let's study this sentence from our reading text: Companies who just focus on the profit from one sale or one transaction are missing the point.

The underlined part is an idiomatic phrase which means "not to understand something correctly". English is rich in idioms with the word "point". For example:

We haven't got the whole day, so please get to the point. (= talk about what is important)

The negotiations could go on and on, but it's not the point. (= it's not the right thing to do)

He made the point that there was no money left. (= made us understand)

Phrasals, phrasals...

Another sentence from our text says: That way, the best companies turn their complaining customers into fans and build loyalty for life.

The underlined phrasal verbs means "to make someone/something change and becoming different. Here are a few more examples:

The council was hoping to turn a children's home into a residence for adolescent girls.

The town turned from a small seaside resort into a major commercial centre.

Grammar corner...

This time we propose a review of prepositions (at, about, from, for, in, of, on, with etc.). To practice their use, let's try to complete these fragments from our text:

"A happy customer is a customer _____ life". That's what customer relationship managers learn _____ their training and practice. (...) Companies who just focus _____ the profit _____ one sale or one transaction are missing the point.

Today, the game is not _____ winning new customers, but keeping the existing ones as long as possible. It's about selling them new services to meet their changing needs as their life develops: _____ their first job, _____ starting a family, buying a house or preparing their retirement. It costs a fortune _____ terms of marketing and communication to win a new customer (...)

That way, the best companies turn their complaining customers _____ fans and build loyalty _____ life. The short-term cost is nothing compared _____ the long-term gain.

GLOSSARY	
customer relationship management	zarządzanie relacjami z klientem
training	szkolenie
practice	praktyka
to make a mistakes	popęnić błąd
to put sth right	naprawić, odkręcić
immediately	natychmiast
to focus on	skupiać się na
profit	zysk
sale	sprzedaż
to miss the point	nie rozumieć o co chodzi
to win (customers)	zdobywać (klientów)
existing	istniejący
as long as possible	tak długo jak to jest możliwe
service	usługa
to meet needs	zaspokajać potrzeby
retirement	emerytura
in terms of	pod względem, z punktu widzenia
to throw away	wyrzucać
investment	inwestycja
to acknowledge	przyznać (się do czegoś)
to respond	odpowiedzieć, zareagować
to exceed	przekraczać
expectation	oczekiwanie
complaining	narzekający
opportunity	sposobność
to demonstrate	okaz(yw)ać
commitment	zaangażowanie
to turn sb/sth into	przemienić coś/kogoś w
to build loyalty	budować lojalność
short/long-term	krótko/długo falowy
compared with	w porównaniu z
gain	zysk

ANSWER KEY

Ex.1

1. to make a mistake
2. to focus on the profit
3. to miss the point
4. to win new customers
5. to sell services
6. to meet needs
7. to respond positively
8. to exceed expectations
9. to demonstrate commitment
10. to build loyalty

Ex. 2

1. to build loyalty
2. to demonstrate commitment
3. to exceed expectations
4. to focus on the profit
5. to make a mistake
6. to meet needs
7. to miss the point
8. to respond positively
9. to sell services
10. to win new customers

Ex. 3

1. management
2. training
3. sale
4. need
5. investment
6. expectation
7. opportunity
8. loyalty

Grammar corner

See the lesson's text.