

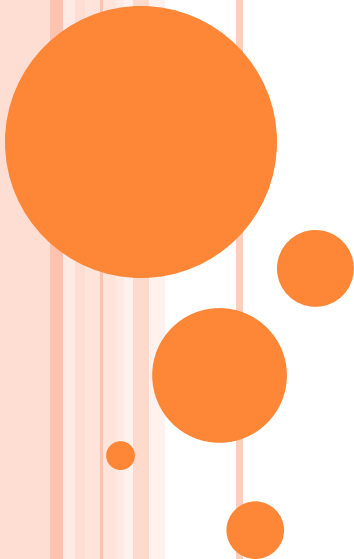
**BBA-402**

**Marketing Management**

# **The Marketing Concept**

**Munindra Prakash (Ph.D.)**

Assistant Professor  
FCM, Rama University  
Kanpur





Many companies are intent on developing stronger bonds with their customers- called CRM.

This is the process of managing detailed information about individual customers and carefully managing all customer “**touch points**” to maximize customer loyalty.

A customer **touch point** is any occasion on which a customer encounters the brand and product-from actual experience to personal or mass communications to casual observation.



## CRM....

### *Continue...*

Some of the groundwork for customer relationship management was laid by Don Peppers and Martha Rogers in a series of books. Peppers and Rogers outline a four-step framework for one-to-one marketing that can be adapted to CRM marketing as follows-

- A. Identify your prospects and customers
- B. Differentiate customers in terms of (1) their needs and (2) their value to your company.
- C. Interact with individual customers to improve your knowledge about their individual needs and to build stronger relationships.
- D. Customize products, services and messages to each customer.



