

_____ is the most important elements in marketing and its sustenance
Customer

Limited membership clubs are more powerful for long term _____
loyalty builders

CRM is the process of making and keeping customers and maximizing their profitability,
behaviours and _____
Satisfaction

Existing customer deliver most of the _____
Revenues

Reducing customer defection requires that _____
The company must define and measure its retention rate

Customer relationship management is not only pure business but also ideate strong
personal _____ within people.
Bonding

The framework for one-to-one Marketing in relation to CRM demands that marketers
should _____
Differentiate customers

_____ customers always create a profit and also reduce operating cost, increase
purchases and give plenty of referrals.
Loyal

What is the most important elements in marketing and its sustenance
Customer

In reactive marketing, the salesperson sells the product and encourages the customer
to _____
Call if he /she has questions, comments or complaints