

# WAYS TO BUILD SOLID CUSTOMER RELATIONSHIPS



01

**Understand your customers**

02

**Provide excellent customer service**

03

**Personalize your interactions**

04

**Invest in employee training**

05

**Implement multichannel communication**

06

**Provide a variety of self-service options**

07

**Collect actionable customer feedback**

08

**Follow-up on customers**

09

**Be transparent**

10

**Appreciate and reward loyal customers**

# Customer Relations

**Robert R. Redfield**



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