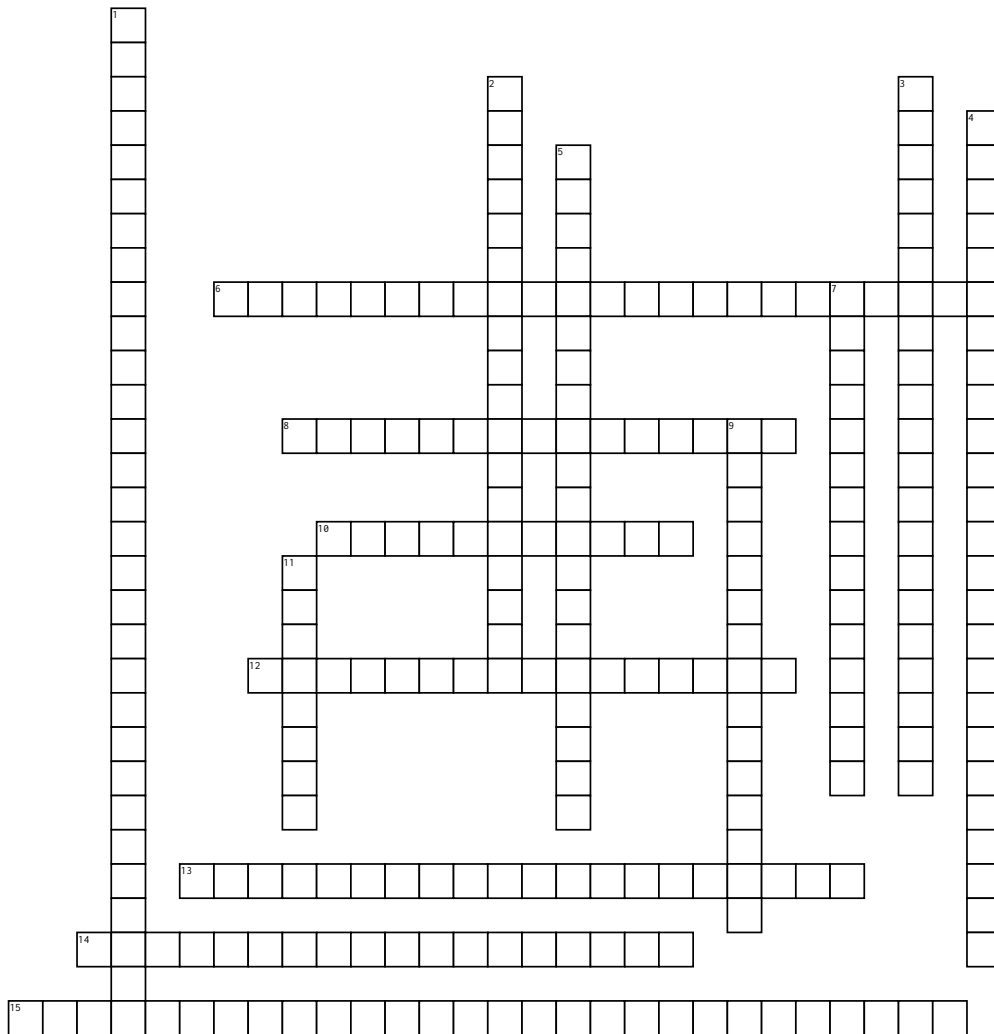


3.01 vocab



Across

- 6. helps a company assign a hierarchy that defines roles, responsibility, and supervision.
- 8. the assistance and advice provided by a company to those people who buy or use its products or services.
- 10. a point of contact or interaction, especially between a business and its customers or consumers
- 12. the beliefs and behaviors that determine how a company's employees and management interact and handle outside business transactions
- 13. An unpaid form of promotion in which satisfied customers tell other people how much they like a business, product or service

- 14. In relationship marketing, customer profile, buying patterns, and history of contacts are maintained in a sales database, and an account executive is assigned to one or more major customers to fulfill their needs and maintain the relationship.
- 15. the product of an interaction between an organization and a customer over the duration of their relationship

Down

- 1. an approach to manage a company's interaction with current and potential customers
- 2. may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche
- 3. also often called a continuous improvement process, is an ongoing effort to improve products, services, or processes.

- 4. a discipline in operations management in which people use various methods to discover, model, analyze, measure, improve, optimize, and automate business processes
- 5. It is a measure of how products and services supplied by a company meet or surpass customer expectation
- 7. an approach to doing business that focuses on providing a positive customer experience both at the point of sale and after the sale in order to drive profit and gain competitive advantage
- 9. the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the product or services
- 11. public support for or recommendation of a particular cause or policy.

Word Bank

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|-----------------------------|--------------------------------|----------------------------------|
| Customer-centric | Product development | Customer relationship management |
| Relationship buying | Touch points | Advocacy |
| Customer loyalty | Customer experience management | Organizational structure |
| Business Process Management | continuous improvement | Customer satisfaction |
| Corporate culture | Word-of-mouth promotion | Customer service |