**Training Fiche Template**

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| **Title** | **Ways of Building Strong Relationships With Clients and**  **Meeting Their Various Needs** | | |
| **Keywords (meta tag)** | Relationship building; networking; co-development | | |
| **Language** | English | | |
| **Objectives  / Goals / Learning outcomes** | By the end of the session students will be able to:  LO1: Link with customers in developing service / product offerings  LO2: Meet customers where they interact with our services / products  LO3: Build relationships in a digital world | | |
| **Training area: (Select one)** | | | |
| **Online / Digital Marketing / Cyber-Security** | | | **X** |
| **E-Commerce / Financing** | | |  |
| **Digital Well-Being** | | |  |
| **Smart work / Digital Nomads** | | |  |
| **Description** | **There is nothing more important in business that the relationship a company builds with its customers; companies cannot simply be an ‘island’ but must rather focus on the interconnectedness of their business with their clients. In this session the focus will be on customer relationship building which goes beyond the aspect of traditional business networking. The focus will be on co-development of product and/or services and deepening business relationships in a digital world while maintaining trust.** | | |
| **Contents arranged in 4 levels** | **Module name: Ways of Building Strong Relationships With Clients and Meeting Their Various Needs**  **4.1 Unit name:**Link with customers in developing service / product offerings  4.1.1 Buyer-seller collaboration  **4.2 Unit name:**Meet customers where they interact with our services / products  4.2.1 New customer onboarding  4.2.2 Current customer reboarding  **4.3 Unit name:**Build relationships in a digital world  4.3.1 Types of digital relationships  4.3.2 Social media relationship building | | |
| **Self-evaluation (multiple choice queries and answers)** | 1. Which of the following is not true about customers when we build relationships?    1. They feel more secure.    2. They enjoy being a part of something Social needs.    3. They are more likely to remain a customer.    4. **All are true.** 2. Buyer-seller collaboration    1. Is difficult to achieve.    2. **Is considered a necessity in the future.**    3. Will lead to more sales.    4. Is more important for larger companies. 3. Customer onboarding should be done with:    1. **New customers.**    2. Current customers.    3. New and current customers.    4. It is not valid for any of the above. 4. Which of the following is true about social media relationship building?    1. **Companies need to apply social media ‘listening’.**    2. All customers are looking to establish such relationships.    3. Publish company content only.    4. All of the above are true. | | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…) TO BE USED BY CTS / CASE** | **Name** |  | |
| **Description** |  | |
| **Link of interest** |  | |
| **Resources (videos, reference link)** | <https://www.octaneai.com/blog/customer-relationships>  <https://www.transparency-one.com/the-case-for-supplier-collaboration/>  <https://www.revechat.com/blog/customer-interactions/>  <https://www.youtube.com/watch?v=IhC_jI1X8Ys>  <https://www.finextra.com/blogposting/19316/7-reasons-to-meet-customers-face-to-face>  <https://www.intercommedia.org/build-customer-relations/>  <https://sproutsocial.com/insights/build-customer-relationships/> | | |
| **Related material** |  | | |
| **Related PPT** |  | | |
| **Bibliography** | Thukral, E., & Ratten, V. (2021). Building and maintaining customer relationship via digital marketing and new technologies for small businesses during the COVID-19 pandemic. In *COVID-19 and Entrepreneurship* (pp. 100-108). Routledge.  Oncioiu, I., Căpușneanu, S., Topor, D. I., Tamaș, A. S., Solomon, A. G., & Dănescu, T. (2021). Fundamental Power of Social Media Interactions for Building a Brand and Customer Relations. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(5), 1702-1717.  Hussain, K., Jing, F., Junaid, M., Shi, H., & Baig, U. (2020). The buyer–seller relationship: a literature synthesis on dynamic perspectives. *Journal of Business & Industrial Marketing*.  Yenen, S. Ü., & Şahin, G. (2021, November). Digital Customer Acquisition and Onboarding During the Pandemic. In *2021 15th Turkish National Software Engineering Symposium (UYMS)* (pp. 1-4). IEEE. | | |
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