

# Customer relationships

The section customer relationship in Canva talks about the relationship your company has with each of your customer groups. Relationships can have different goals such as boosting sales, acquiring or retaining customers. In order to evaluate your relationships it is beneficial to ask:

- **What type of relationship does our different customer groups expect us to establish and maintain?**
- **Which ones have we already established?**
- **How costly are these relationships?**
- **How are they integrated with the rest of our business model?**

Relationships are established through your different channels and can look in a number of ways:



## Transactional

Transactional relationships include a less real relationship between the company and the customer since the company interacts with the customer on a transactional basis. Transaction relationships might be one-time purchases, such as from a kiosk on an airport.



## Long-term

Long-term relationships means that a deeper relationship is established between the company and the customer. The interaction with the customer is happening on a recurring basis.



## Personal assistance

This relationship is built on human interaction. The customer communicates with someone from the company and receives help during the sales process or after the purchase is complete. It can happen in a physical store, through call centers, by e-mail, or through other means.



## Dedicated personal assistance

This relationship involves that someone in the company is becoming a customer representative to selected individual clients. It is one of the deepest types of relationships and normally develops over a long period of time. It is common to find this relationship type in private banking services, when dedicated bankers serve rich individuals.



## Self-service

In a self-service relationship, the customer is managing by herself. Therefore, the company maintains no direct relationship with customers. Instead it provides all the necessary means for customers to help themselves.



## Automated services

This type of relationship gives the customer access to self-service with automated processes. It could be through a personal online profile, which gives customers access to customized services. These automated services can be useful in order to recognize individual customers and their characteristics. By doing so the company can offer tailor-based offers.



## Communities

It is becoming more and more common for companies to create community engagement in order to become more involved with its customers and drive sales. Many companies have online communities that encourage users to exchange knowledge and discuss various problems. Community based relationships are a way for companies to better understand and engage their customers.



## Co-creation

Many companies are co-creating content with help of their customers, such as amazon.com, which invites customers to write reviews and thus create value for other book lovers. Some companies also like to engage their customers to help out with the design of new and innovative products.

## Case story Naima

Naima reads about the different types of customer relationships and would like to create a community based relationship with her customers. She decides to launch her own hashtag for the benefits of renting high-end office clothes. She also decides to collect stories of women who save both time, money and environmental cost of using her services. In order to promote her services, she gives a way a subscription of her services every month to someone who had the best Instagram post using her hashtag. Another way she is creating a community feeling is to invite subscription members to a monthly after-work meet up with a personal stylist that she has partnered with.



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