

# Relations with Customers

Relations with Customers: Current and Potential: Refers to communication and relationship management between a company and its current and potential customers.

Relations with customers is an important aspect of public relations, referring to the communication and management of relationships between a company and its current and potential customers. The concept of customer relations is based on the idea of building strong and long-lasting relationships with customers through effective communication and engagement.

Benefits of maintaining good customer relations include increased customer loyalty, improved reputation and brand image, and increased revenue through repeat business and referrals. Advantages of effective customer relations include better understanding of customer needs and preferences, enhanced customer satisfaction, and better management of customer complaints and feedback.

Effective uses of customer relations include developing personalized marketing strategies, providing excellent customer service, and creating engagement opportunities through social media and other channels (Berkowitz, 2018).

## Reference:

Berkowitz, E. N. (2018). Essentials of health care marketing. Jones & Bartlett Learning.