

Figure 3.2a-_: Customer Relationship Building Approaches

Types of Customer, Customer Group, Customer or market Segment Interface	Customer Relationship Building			
	Attract and Retain	Enhance Value	Meet/Exceed Product/Service Expectations	Complaints
Partnerships/Alliances				
Information Provision				
Products				
Services				
Recent Transactions				
Verbal, Internet, Intranet, Forms	A	N	L	A

[Customer Segment/Market Type](#) Key: A = All; N = National; L = Local/Regional

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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