

KORXONALARDA MIJOZLAR BILAN UZOQ MUDDATLI ALOQALARNI YARATISH STRATEGIYALARI

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Annotatsiya

Ushbu maqolada korxonalarda yetishmayotgan mijozlar bilan uzoq muddatli aloqalar va yangi strategiyalarga qaratilgan. Hozirgi kundagi korxonalarning tom ma'noda, asosiy maqsad va vazifalari mijozlar bilan uzoq muddatli aloqalarni o'rnatishdir. Shu sababli ham korxonalarga strategik loyihalar juda muhimdir. Ayniqsa mijozlarni tushunish, sifatli mahsulot xizmatlar, brendga sadoqatni oshirish va shunga o'xshash strategiyalar mijozlar bilan uzoq aloqalarni o'rnatishga hamkorlikni ta'minlashga yordam beradi.

Kalit so'zlar

Korxonalar, aloqalar, strategiya, mijozlar, marketing strategiyasi.

STRATEGIES FOR CREATING LONG-TERM CUSTOMER RELATIONSHIPS IN BUSINESSES

Абстрактный

В этой статье основное внимание уделяется долгосрочным отношениям с клиентами и новым стратегиям, которых не хватает компаниям. Главной целью и миссией бизнеса сегодня является построение долгосрочных отношений с клиентами. Вот почему стратегические проекты так важны для бизнеса. В частности, понимание клиентов, предоставление качественных продуктов и услуг, повышение лояльности к бренду и подобные стратегии помогают устанавливать долгосрочные отношения с клиентами и обеспечивать сотрудничество

Ключевые слова

предприятия, отношения, стратегия, клиенты, маркетинговая стратегия.

Introduction: In the current era of globalization and competition, the main goal of enterprises is to establish long-term relationships with customers. The lack of diverse strategies in developing enterprises can hinder the establishment of long-term relationships with customers. Therefore, new types of strategies are important.

Keywords: Enterprises, Relationships, Strategy, Customers, Marketing Strategy.

The Strategy for the Management and Reform of State-Owned Enterprises for 2021-2025 (hereinafter referred to as the Strategy), developed with the participation of experts from international financial institutions, including the European Bank for Reconstruction and Development, which provides for the following main areas, shall be approved in accordance with Appendix 1:

further improvement of legislative documents on the management and privatization of state property, providing for their consolidation into directly applicable laws through optimization, systematization and unification. [1]

Like any other business, regular customers are a key resource in every business as they help to drive repeat purchases, word of mouth and marketing communications. Customer acquisition is important, but customer service is more profitable because it is cheaper than the cost of acquiring a customer. [1]

Up and Back Strategy: Customers are forced to create this mysterious experience, which leads to a loyal customer to the brand.

Exceeding Expectations: Something unexpected in expectations should always be provided, for example, an initially unexpected service could be faster delivery, quality products or additional services.

Offer unexpected benefits: Sometimes it is advisable to send your customers some free taste of your products or services, a free upgrade or some special content.

Proactively solve problems: There may be challenges to existing problems: if so, it is better to solve them before they become a problem.

Experiential marketing makes customers loyal to brands, because any deviation from the norm gives the consumer a memorable value. [2]

These types of strategies are useful in gathering target audiences. Long-term relationships are not easy to establish, they require time, effort, and interest. Customers can be more profitable in becoming long-term customers than in effective relationships when they can identify and satisfy their needs.

Research methodology. Development of international marketing tactics. That is, using certain changes and tactics to establish long-term relationships with customers. Tactics should be short-term and constantly updated to attract and

retain more customers. It is advisable to use variety so that customers do not get bored. Product advertising should include not only interesting text, but also eye-catching images. In addition, the design of the advertisement should evoke positive emotions in customers and create trust in the product. It is also important to convey all the features of the product to the customer in a comprehensive manner and demonstrate their excellent quality. If the product is purchased by the customer and meets his needs perfectly, and the product is in the same condition and appearance as in the advertisement, believe me, this customer will become a long-term customer of your company.

5 Types of Customer Relationships: Transactional Relationships

This is the most basic form of customer relationship. In this case, your company sells a product or service to a customer, and there is no ongoing interaction beyond the initial sale.

An example of this type of relationship is a retail business, where customers make one-time purchases without any further interaction after the transaction is completed.

Reactive Relationships

With reactive relationships, your customer service team responds to customer needs and problems as they arise.

While this shows that your business cares about your customers, it is not proactive and does not build customer loyalty.

Proactive Relationships

On the other hand, proactive relationships require you to anticipate and address customer needs before they arise.

This type of relationship provides a high level of customer support and can lead to increased customer loyalty. This helps build trust between your business and the customer.

Partnerships

When it comes to partnerships, your business should work closely with your customers to co-create products or services that meet their unique needs.

Such relationships require a deeper understanding of your customer's goals and problems, which can lead to more innovative solutions that can give you a competitive advantage.

Transformative relationships

This type of relationship is the most advanced level of customer relationships, where your business not only meets but exceeds customer expectations.

In addition to providing high-quality products or services, your business offers a unique and transformative customer experience through personalized solutions, continuous improvement, and innovation.

Transformative relationships require a strong focus on customer feedback and insights, and a commitment to improving and adapting to meet ever-changing customer needs. [3]

One of the most compelling arguments for prioritizing customer relationships comes from an economic perspective. According to a Harvard Business Review study, acquiring a new customer is 5 to 25 times more expensive than retaining an existing one. This statistic highlights the effectiveness of investing in strong customer relationships. [4]

Analysis. In order to establish long-term relationships with customers, companies must also pay close attention to marketing strategies. Regardless of the type of product, the company must pay great attention to its quality, color, brand name, brand name and name, as well as the use of attractive colors, can have a significant impact on the mood and psychology of customers. Their use is also related to the region. It is important to have a brand that is literally flexible and has its own place in the market, depending on the region in which the company is located.

Result. Companies must use strategic approaches to establish long-term relationships with customers, deeply understand the needs of customers, and provide them with high-quality service. This not only increases customer loyalty, but also ensures the long-term success of businesses.

Conclusion. Building long-term relationships with customers and maintaining their loyalty is one of the most important goals for businesses in the modern business world. To build strong relationships with customers, businesses need to adopt new strategies and innovative approaches. Strategies such as understanding customers, meeting their needs, offering quality products and services, and increasing brand loyalty help ensure long-term cooperation.

Different types of customer relationships (transactional, reactive, proactive, collaborative, and transformative) allow businesses to meet customer needs and increase their loyalty. Proactive and transformative relationships, in particular, provide competitive advantage by increasing customer trust and exceeding their needs.

Marketing strategies also play an important role in attracting customers and retaining their attention. Diversity, innovative advertising methods, personalized solutions, and continuous improvement help improve the customer experience. In

addition, maintaining high product quality and exceeding customer expectations strengthens their loyalty.

FOYDALANILGAN ADABOYOTLAR RO'YXATI:

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