



The Use of Experiential Marketing as a Tool for Achieving Customer Satisfaction

By Vera Rivera

Diplom.De Dez 2005, 2005. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,3, University of Paderborn (Wirtschaftswissenschaften), language: English, abstract: Inhaltsangabe:Abstract: Have you ever been treated disrespectfully as a customer and therefore decided not to purchase anything and left the retail space I have, and most consumers do almost every day in every kind of situation. Every day, companies lose clients who are dissatisfied with them, their products or their service. The underlying reason for this is that businesses do not know how to treat their customers the right way. In addition, instead of aiming to keep them, the firms attempt to gain new clients instead. This is problematic as it is more effective and less costintensive to retain one s current consumers than to obtain new ones. Moreover, most of these companies consider themselves to be customer-orientated, which means that all their activities need to be focused on fulfilling the needs and wants of the enduser. However, although these companies regard customerorientation as a key competitive advantage,...



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