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Customer Centric Practices

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The Paper critically analyses the evolution and the positioning of the customer in a globalised scenario. The change in attitude and relationship of the consumer due to ever evolving dynamic environment that is cross breeding cultures and traditions needs to be understood in order to satisfy the ever changing consumer needs. The failure of branding as a marketing tool to sustain market share is apparent with the flood of competitive brands which outdo each other

The paper evolves a module to face these challenges by understanding the customer's psychological needs to develop and endure the bond between corporate and customer.

The module is classified into Five stages that are interrelated and woven:

Stage I ---Creating a Vision of Prosperity

Stage II---Understanding the Needs of our customers

Stage III—Setting a Time frame to achieve them

Stage IV—persevering to achieve the vision

Stage V – Endurance through faith

To quote Chanakya, Truth **keeps the earth in its place ,truth makes the sunshine , truth blows the air and thus truth is the prime force.**

Keywords: Evolution, Dynamic environment, Cross breeding cultures, psychological needs, Faith.

Introduction

The adage “The Customer is KING” did hold in the past ,was lost momentarily during the transition from closed ,monopolistic, dictatorial ,regimental and rigid domestic economies to world markets nick named “Global Markets” The breakup of the union of the soviet socialistic republic is a phenomena of this change what is referred to as globalization.

The ever evolving globalised phenomena has posed new challenges and driven further the horizon in customer relationship.

Let us acknowledge that the customer has become the know-all and the thee-all .The question posed is , How? Well the answer is simple .Accessibility to new Information Technological inventions and innovations ,that provide detailed information about products and services ,their origins ,their competitors, prices, quality, features content and most important their easy availability. This has made it easy for customers to make choices without any obligations nor any reservations.

The age of offering guru-dhakshina to the guru, acknowledging his services that were rare and important for the growth of the human mind and body seems to be a memory of the past, that we can all cherish but not continue in an ever evolving dynamic environment that is cross breeding cultures and traditions. Place the customer for the shishya and you find the situation the same for the enterprising entrepreneur. The much hyped term Branding used by the elite and so called upper class that was used to entice the customer is a fallacy that no longer can be sustained as market changes have shown us ,to site a case is that of Tide a detergent having eaten into the share of Surf a brand that was very popular.

In all this maze let us not lose heart since challenges always offer solutions to the enterprising, the darkness ends with the light of a new dawn .The dawn of understanding of a new age where understanding the customers psychological and physiological needs will help in building and nurturing an enduring bond between corporate and customers what we can refer to as customer relationship.

The horizon that is proposed in this paper is a module for building customer relationship through better understanding of the customer and his needs by defining his road to prosperity.

The module is built on two important corner stone's:

(I) Needs on Date (II) Faith

These can we built by enriching and enduring customer relationship whatever be the limit to which technological inventions can stretch the customers imagination and knowledge to finding solutions to building this enduring bond.

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Stage V – Endurance through faith

Stage I Creating a Vision of Prosperity

In this stage we need to enhance the vision of our customers ,help them in improving the quality of their life a vision even though once believed to be impossible can be made a reality. To fructify this vision we need to have an understanding that the “Quality of life is directly proportional to the self image”.We need to entrust them with this vision that we are not mere marketers or sales men but prophets that can enhance their lives through the products or services that we aim to sell and that we expect them to buy .The product should have the ability to transform their self image from a commoner to that of a King.

Stage II Understanding the Needs of our customers

Assessing and analyzing the needs of the customers through research, that in turn helps in developing the product ,understanding its utility and its power to transform one's life towards the goal of prosperity .Till this realization of being prosperous does not enrich our customers our vision will not enthuse our customers.

Stage III Setting a time frame to achieve the goals

Setting targets in terms of time that can be referred to as goals that work as the path of pray to attain the vision and transform it into a reality. This is important as with the passage of time visions shift to either a lower or higher level that can cause a shift in the utility of the product that we need to market.

Stage IV Persevering to achieve the Vision

Persevere with the vision by adopting measures that will build confidence of the customers and a self belief that the vision set out is achievable, that will enhance the life of the customer **in the belief that they are just not customers, but investors into a product that will reap the benefits for a long time to come.**

Stage V Endurance through faith

Faith as they say has an immense power to move mountains that has been so well depicted and revered in the holy books .The faith that is spoken here is that the customer who has bought your product should feel empowered by the use of the product, there should not be any betrayal of trust .To quote Chanakya ,**Truth keeps the earth in its place ,truth makes the sunshine , truth blows the air and thus truth is the prime**

force. The faith that the country, the company, the product and the customers will all benefit from its use.

Conclusion: The above module relates that bonding an enduring customer relationship involves the understanding of the psychology, the physiology, cultural and religious habits and education levels and the ethos, so as to endure a relationship that is bonded with trust and faith.

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