

8 WAYS TO BUILD LONG-LASTING CUSTOMER RELATIONSHIPS

Your products/services should always...



Be accessible



Be intuitive and easy to use

3



Be personalized based on customer preferences

4



Work every time, all the time



Your customers should always...

Feel you are talking only to them



8

Be able to easily pay for services and upgrades



7

Count on customer service to have the latest single source of information



6

Receive clear, accurate and easily understandable charges



5



Source: Why Recurring Revenue Success Is All About Customer Relationships [ePaper]

Copyright © 2013, Aria Systems, Inc. All rights reserved. Aria Systems and the Aria logo are trademarks or registered trademarks of Aria Systems, Inc.

