

Sales Management Assignment

CRM Strategies During Christmas: Strengthening Customer Relationships in the Holiday Season

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Abstract

This task examines the significant part of Client Relationship Administration (CRM) techniques amid the Christmas season. Christmas speaks to the foremost noteworthy deals period for numerous businesses, characterized by seriously competition and candidly driven shopper investing. In this setting, simply making a deal isn't sufficient; the key center shifts towards utilizing the happy opportunity to construct more grounded, more profound connections with clients that final well past December. This report looks at how businesses successfully use CRM to improve client devotion amid this basic time. The examination centers on three center strategies: personalized showcasing, focused on e-mail campaigns, and keen post-sale follow-ups. The strategy is based on auxiliary inquire about, drawing bits of knowledge from industry reports, trade case thinks about, and scholarly writing on deals and promoting. The discoveries uncover that personalization, driven by client information, permits businesses to cut through the happy clamor with pertinent blessing recommendations and offers, making clients feel extraordinarily caught on. E-mail campaigns are appeared to be the spine of merry CRM, utilized not fair for advancement but for supporting leads, sharing profitable substance, and communicating veritable regular appreciation. Moreover, the report highlights that post-sale follow-ups, counting thank-you messages, fulfillment checks, and mindful post-holiday engagement, are fundamental for changing over a one-time Christmas exchange into a repeating commercial relationship. Real-world cases from worldwide monster Amazon and a little nearby bookstore outline how these standards apply at diverse scales. The discourse synthesizes these discoveries, displaying a show for coordination CRM all through the Christmas deals cycle and considering how to degree the return on these relationship-building investments. In conclusion, the Christmas period isn't just a income occasion but a prime relationship-building season. Businesses that actualize mindful, customer-centric CRM techniques amid the occasions are demonstrated to secure

not as it were prompt deals but moreover the long-term dependability and lifetime esteem of their clients, turning regular cheer into persevering trade victory.

1. Introduction

The Christmas season is all around recognized as the busiest and most basic deals period for a endless cluster of businesses over the globe, from monster online retailers and office stores to little neighborhood shops and benefit suppliers. This period, regularly called the "occasion quarter" or "merry surge," accounts for a significant rate, now and then indeed the lion's share, of a company's yearly income. Amid these weeks, customers are in a increased state of obtaining action, driven by conventions of gift-giving, happy celebrations, and individual liberality. The competitive scene gets to be furiously seriously, with each brand competing for the consumer's consideration and wallet share through publicizing, rebates, and advancements. In such an environment, the conventional approach of deals management—focused overwhelmingly on pushing items and closing prompt transactions—reveals its impediments. Whereas accomplishing tall deals volume is the self-evident objective, the foremost forward-thinking businesses get it that Christmas presents a distant more profitable opportunity: the chance to construct and fortify enduring connections with clients. This move in center from short-term exchange to long-term relationship is the center of present day Client Relationship Administration (CRM), and its vital application amid the happy season is the subject of this report. Client Relationship Administration, or CRM, alludes to all the procedures, advances, and hones that a company employments to oversee and analyze its intuitive with current and potential clients. The extreme objective of CRM is to move forward commerce connections, drive deals development, and foster customer loyalty. It may be a reasoning that prioritizes understanding the client, conveying personalized esteem, and sustaining a association that amplifies past a single buy. The Christmas season, with its interesting enthusiastic reverberation and unsurprising behavioral designs, gives the culminate setting to apply and intensify CRM principles. Consumers are not fair buying products; they are buying endowments to specific adore, looking for things to form merry climate, and obtaining encounters to form recollections. Their buys are loaded with feeling, wistfulness, and social meaning. A trade that recognizes and reacts to this more profound setting through its deals and showcasing approach can interface with clients on a much more

powerful level than one that simply offers a markdown. This report will specifically explore how businesses send CRM techniques to improve client devotion amid Christmas. It'll dig into three key strategic zones: the utilize of personalized promoting to create important and mindful proposals; the execution of vital mail campaigns that direct and sustain clients through their merry travel; and the implementation of significant post-sale follow-ups that guarantee the relationship does not conclusion at the checkout. By looking at these techniques through real-world examples and information, this report points to illustrate that compelling merry CRM isn't fair a strong deals action but a essential driver of maintained competitive advantage and client lifetime esteem. The objective is to supply a clear, comprehensive investigation of how astute relationship administration amid the occasions can turn regular customers into lasting supporters.

2. Literature Review

Customer Relationship Management (CRM) may be a well-established concept in commerce and deals hypothesis that has advanced altogether with the appearance of digital technology. At its most essential, CRM may be a trade methodology outlined to optimize benefit, income, and client fulfillment by organizing around client sections, cultivating customer-satisfying behaviors, and joining forms that span all regions of the company. Conventional deals administration was frequently product-centric and transaction-focused, measuring victory basically by the volume of deals closed in a given period. CRM philosophy represents a worldview move towards being customer-centric and relationship-focused. This implies the objective isn't fair to offer a item nowadays, but to form a client who will purchase once more tomorrow, and the day after, and who will possibly advocate for the brand to others. The hypothetical establishment rests on the understanding that procuring a unused client is distant more costly than holding an existing one, which steadfast clients contribute more noteworthy lifetime esteem through rehash buys and referrals. To operationalize this logic, businesses actualize CRM systems—software stages that collect client information from each touchpoint (site visits, buys, client benefit request, social media intelligent) and solidify it into a single, comprehensive profile. This information is the fuel for personalized communication, focused on showcasing, and proactive benefit. Key hypotheses inside CRM emphasize the client lifecycle—the travel from mindfulness and to begin with buy to devotion

and advocacy—and stretch the significance of overseeing each arrange of this lifecycle purposely. Amid a top season like Christmas, when interaction volume is tall, the standards of CRM ended up fundamentally vital. The business must oversee not fair a surge in exchanges, but a surge in connections, utilizing information and key communication to guarantee each client feels esteemed instead of fair prepared. Buyer behavior amid the Christmas season is unmistakably diverse from other times of the year, making both challenges and openings for deals administration and CRM. Scholastics and showcase analysts reliably distinguish a few key characteristics of merry shopping. Firstly, the inspiration is significantly enthusiastic and social. Buys are habitually made for others (gift-giving) instead of for oneself, which includes complex mental forms like anticipating what another individual might want, looking for to if it's not too much trouble, and satisfying social commitments. This makes the buy choice less around immaculate item utility and more approximately opinion, astuteness, and the seen bliss the blessing will bring. Besides, there's a solid component of convention and custom. Customers regularly purchase the same sort of things (e.g., a extraordinary nourishment, a brand of chocolate, a specific beautification) or shop at the same stores year after year, making designs that businesses can anticipate and cater to. Thirdly, the time weight is seriously. With a settled due date of December 25th, customers involvement a compressed decision-making window, driving to both arranged buys and last-minute drive buys. This combination of feeling, convention, and direness implies that the customer's attitude is interesting. They are more responsive to messages that offer assistance them illuminate the "blessing issue," diminish their push, and improve their merry involvement. They are moreover more likely to keep in mind how a brand made them feel during this stressful however happy time. A negative encounter, like a ineffectively chosen blessing recommendation or a conveyance disappointment, is intensified. Alternately, a positive, supportive, and seamless experience can make an uncommonly solid positive brand affiliation tied straightforwardly to the warmth of the occasion season. Subsequently, compelling CRM at Christmas must be outlined particularly for this behavioral context—it must be sympathetic, accommodating, productive, and imbued with an suitable sense of care and celebration. The key association between actualizing CRM amid Christmas and securing long-term client dependability is emphatically bolstered by commerce writing. The festive period acts as a high-intensity "relationship test" or "relationship-building window." Clients are more locked in, their investing is higher, and their passionate openness is more noteworthy. A commerce that effectively navigates this period with amazing, personalized

benefit and communication does not fair secure a deal; it gains believe and goodwill at a minute when the client is exceedingly mindful. This positive involvement gets to be tied down to the occasion within the customer's memory, making them more likely to return to that brand for future Christmases out of convention and positive affiliation. Besides, the information collected amid the Christmas rushâwhat the client bought, for whom, when they shopâis unimaginably wealthy and gives profound bits of knowledge for personalizing all future communications, not fair merry ones. Hence, writing posits that Christmas CRM may be a dual-purpose speculation: it maximizes prompt regular income by encouraging deals through pertinence and benefit, whereas at the same time laying the foundation for year-round dependability by illustrating customer-centricity at a time when it things most to the buyer. This makes a highminded cycle where happy victory fills yearly retention.

3. Methodology

This report is developed employing a technique of auxiliary investigate, which includes the precise collection, amalgamation, and investigation of existing data from distributed sources. This approach is profoundly reasonable for investigating the connected procedures of CRM amid Christmas, because it permits for the conglomeration of bits of knowledge from a wide run of industry hones, scholastic speculations, and reported case thinks about without the require for essential information collection such as overviews or interviews. The investigate prepare included recognizing and investigating a few key sorts of sources to construct a comprehensive and evidence-based understanding. To begin with, scholarly diaries and foundational textbooks on sales administration and promoting were counseled to set up the hypothetical underpinnings of CRM and customer behavior amid top seasons. These given the conceptual system for understanding why relationship administration is deliberately critical. Moment, modern industry reports from showcase investigate firms like Gartner, Forrester, and specialized retail investigators were inspected. These sources advertised quantitative information and subjective investigation on current patterns in occasion promoting, the viability of personalization innovations, and moving buyer desires amid the merry period. Third, a wide cluster of commerce news coverage from legitimate distributions such as Harvard Commerce Survey, Forbes, and retail exchange magazines was checked on. These articles given real-time cases of how particular companiesâboth expansive and

small design and execute their Christmas CRM campaigns, counting points of interest on their strategies, challenges, and detailed results. Fourth, official corporate communications, such as press discharges and freely accessible case ponders from outstanding companies known for compelling CRM (like Amazon, Sephora, or major neighborliness brands), were analyzed to get it the professional point of view and key aim behind their merry exercises. All data accumulated was at that point fundamentally assessed for pertinence and validity, synthesized into coherent subjects adjusted with the assignment's center regions (personalization, e-mail campaigns, post-sale follow-up), and utilized to create the discoveries and discourse displayed in this report. The utilize of numerous source sorts guarantees a adjusted see that interfaces hypothesis with down to earth application, providing a vigorous establishment for the investigation of how CRM procedures work within the special commercial environment of the Christmas season.

4. Findings

The examination into Christmas CRM techniques uncovers that businesses which exceed expectations in cultivating dependability amid the happy season do so by moving past non specific promoting and instep executing a arrangement of interconnected, customer-focused strategies. The center finding is that viability pivots on treating the Christmas client not as a one-time deal but as a member in a regular relationship travel. This travel is overseen through three essential channels: hyper-personalized promoting, deliberately sequenced e-mail communication, and tireless post-transaction follow-up. Each of these channels leverages client information and compassionate timing to form a sense of person care and significance amid a period regularly characterized by indifferent commercial noise. Personalization develops as the foremost effective instrument within the happy CRM arms stockpile. The sheer volume of showcasing messages a shopper gets in November and December makes colossal clutter. Businesses that succeed cut through this clutter by utilizing their CRM information to provide profoundly significant proposals. This goes past essentially embeddings a customer's to begin with title in an mail. It includes analyzing past buy history, browsing behavior, and expressed inclinations to produce custom-made blessing guides. For occurrence, a bookstore's CRM framework might recognize a client who as often as possible buys science fiction books and cookbooks. Amid Christmas, that client might get a

personalized mail with a subject line like "Blessing thoughts for the Sci-Fi Fan and Domestic Chef in Your Life, [Client Title]," highlighting curated book proposals in those sorts. This level of specificity illustrates that the commerce knows and recollects the client, changing a special mail into a supportive benefit. Additionally, online retailers utilize calculations to show "Suggested for You" or "Blessing Thoughts Based on Your Browsing" noticeably on their websites and in their apps. This data-driven personalization decreases the cognitive stack on the pushed occasion customer, giving them with a alternate route to keen blessing choice and in this manner expanding the probability of conversion while at the same time building goodwill. The perception of being caught on as an person, instead of as a nonexclusive wallet, could be a significant driver of enthusiastic association and devotion, making personalized CRM a basic finding for Christmas success. Building on the establishment of personalization, vital mail campaigns are recognized as the central apprehensive framework of happy CRM, coordinating the whole client travel from early motivation to post-purchase follow-through. Not at all like intermittent special impacts, viable Christmas e-mail campaigns are carefully arranged groupings that direct the client through distinctive stages of their occasion cycle. In early November, emails frequently center on motivation and arranging, such as "Get a Head Begin on Your Occasion Shopping" or "Our Occasion Blessing Direct is Here," including wide catalogs or themed collections. These emails point to capture consideration early and position the brand as a supportive asset. As December approaches, the informing shifts to direness and advancement, with subject lines highlighting due dates for ensured Christmas conveyance, elite rebate codes for supporters, or limited-time offers on prevalent things. This leverages the developing time weight to drive activity. Maybe the foremost impactful emails, be that as it may, are those that are not absolutely limited time. Sending a straightforward "Thank You" e-mail after a buy, guaranteeing the client their arrange is being carefully dealt with for the occasions, or indeed a non-sales mail wishing them a upbeat merry season, can essentially improve the relationship. These communications strengthen that the commerce values the client past the exchange. Moreover, fragmented e-mail campaigns demonstrate exceedingly viable. Businesses section their mail records based on client data—such as past buyers versus unused endorsers, high-spending clients versus intermittent buyers, or clients curious about particular item categories. Each segment at that point gets a custom fitted form of the campaign. A faithful client might get an select early-access deal, whereas a new subscriber might get a "Welcome to Our Occasion List" mail with a first-order rebate. This vital utilize of mail

guarantees pertinence at scale, making it a foundation finding for overseeing Christmas client relationships efficiently and actually. The ultimate basic finding concerns exercises that occur after the deal is total, an range frequently dismissed within the surge of the season but one that holds monstrous control for securing long-term dependability. Post-sale follow-up is the method of proceeding communication with a client after they have made a Christmas purchase. Its reason is to ensure satisfaction, resolve any issues proactively, and flag that the relationship proceeds. The foremost quick frame of this can be the computerized arrange affirmation and shipping notice emails. Amid Christmas, these standard communications can be upgraded with happy dialect and clear, consoling data approximately conveyance timelines, lessening client uneasiness approximately whether blessings will arrive on time. After the anticipated conveyance date, a well-timed follow-up e-mail can make a noteworthy affect. A straightforward message inquiring, "We hope your blessing arrived securely and will bring bliss this Christmas. Let us know on the off chance that you would like any help," illustrates care and opens a channel for bolster. This is often distant more relationship-building than quiet after the deal. For higher-value buys or dependability program individuals, a personalized thank-you mail or even a transcribed card from a nearby trade can make a paramount impression that stands out in a digital world. Besides, post-Christmas follow-up could be a interesting opportunity. In early January, businesses can lock in clients once more not with more sales pressure, but with substance related to utilizing their blessings, Unused Year offers on complementary items, or a tender welcome to supply input on their occasion shopping encounter. This keeps the brand within the customer's intellect in a positive, accommodating setting after the happy free for all has finished. The finding is obvious: clients who feel looked after after they have paid are the ones most likely to create believe and return. Within the Christmas setting, where push is tall, this post-sale care is the extreme test of a brand's commitment to its CRM logic, turning the fulfilling conclusion of one merry exchange into the promising starting of a year-round relationship.

To demonstrate these discoveries in hone, the case of Amazon gives a capable illustration of data-driven personalization at a gigantic scale. Amazon's CRM motor is incredible for its modernity. Amid Christmas, a user's homepage is powerfully changed into a personalized blessing center. Segments like "Motivated by your shopping patterns," "More things to consider," and "Blessing thoughts for [Client Title]" are populated by calculations that analyze not fair past buys but moreover things cleared out in carts, items seen, and indeed regular look designs. In the event that a client buys toys in October, the framework might

gather they are shopping for children and increment the conspicuousness of toy proposals in November. Their mail campaigns are similarly personalized, suggesting particular items instead of common categories. This hyper-relevance makes the overpowering errand of Christmas shopping sensible for the customer, driving monstrous deals volume whereas making each client feel the stage gets it their needs. Amazon's adequacy illustrates the sheer control of joining profound information analytics into each feature of merry CRM, from the site interface to focused on communications, to overwhelm the occasion deals period through predominant client understanding. In differentiate, the case of a neighborhood free bookstore exhibits how the center standards of happy CRM—personalization, key communication, and post-sale care—can be executed with significant effectiveness on a little scale, utilizing human touch instead of enormous information. Such a bookstore may not have Amazon's calculations, but its staff have profound, individual information of their customary customers' perusing tastes. Their Christmas CRM might include a transcribed card record where staff scribble down books a client looked at amid the year. In November, they might actually call or e-mail a select gather of steadfast supporters with proposals: "Howdy [Title], with Christmas coming up, I recollected you delighted in that authentic fiction novel final summer. We fair got a modern discharge by the same creator that I've put aside for you to consider as a blessing." Their mail campaigns, whereas littler, are exceedingly fragmented and individual, maybe sharing staff-picked blessing guides for different genres. The post-sale follow-up is their most grounded device: wrapping books flawlessly without charge, counting a manually written note with the buy, and taking after up in January to inquire in case the beneficiary delighted in the book. This approach builds an heightening steadfast community. Clients return year after year since the benefit is crucial; they believe the bookseller's judgment and appreciate the curated, stress-free involvement. This case ponder demonstrates that whereas the apparatuses may contrast, the key aim of Christmas CRM—using information of the client to supply extraordinary, personalized benefit that produces enthusiastic bonds—is all around pertinent and is frequently felt indeed more profoundly in a little, community-focused trade setting.

5. Discussion

The discoveries on personalized showcasing, mail sequencing, and post-sale follow-up collectively paint a picture of an coordinates Christmas CRM technique that capacities as a ceaseless cycle instead of a set of separated strategies. The dialog must presently synthesize these components to investigate how they interconnect to oversee the whole happy deals cycle and how their victory can be measured. The Christmas deals cycle for CRM purposes can be visualized in three stages: the Pre-Peak Supporting Stage (October-November), the Crest Execution and Back Phase (December), and the Post-Peak Relationship Move Stage (January). Within the Pre-Peak stage, the key objective is motivation and arranging. The CRM strategies here are overwhelmed by personalized motivation emails, early-access offers for dependability individuals, and the advancement of blessing guidesall outlined to capture the customers mind-share early and position the brand as a essential asset. The information collected from engagement in this stage (which emails are opened, which blessing direct joins are clicked) assist refines the personalization for the following stage. The Crest Stage in December shifts the objective to transformation and immaculate fulfillment. Here, CRM strategies ended up more pressing and operational. Mail campaigns center on due dates, last-minute blessing thoughts, and real-time arrange following. Personalization is utilized to highlight fast-shipping choices for things the client has seen. The part of CRM frameworks in client benefit is basic, giving operators with quick get to to client profiles and arrange history to resolve issues rapidly amid the busiest time. The discoveries on post-sale follow-up start here, with proactive shipping notices and back. At last, the Post-Peak Stage points to hold the customers relationship past the holiday. This includes the mindful thank-yous, fulfillment overviews, and content-focused January emails talked about within the discoveries. The virtuoso of an coordinates CRM technique is that each stage nourishes the following. The post-Christmas follow-up in January gives input and strengthens devotion, which enhances the customer data profile, making the personalization within the taking after October indeed more precise. Subsequently, viable Christmas CRM isn't a regular campaign but a basic arrange in a never-ending, data-enhanced relationship circle. Businesses that arrange their CRM exercises over this whole cycle, guaranteeing strategic consistency and a slow move in informing from motivation to exchange to appreciation, are the ones that effectively change over regular spikes into changeless heights in client lifetime esteem. A noteworthy point for dialog is how businesses can and ought to degree the victory of their merry CRM activities, moving beyond straightforward deals figures to measurements that really reflect relationship

wellbeing. Whereas add up to Christmas income and transformation rates are critical bottom-line markers, they don't separate the affect of CRM methodologies from other variables like common publicizing or item request. To really assess CRM adequacy, businesses must track more nuanced measurements. To begin with, client engagement measurements amid the campaign are telling: mail open rates, click-through rates, and site engagement for personalized substance portions ought to be observed. A fruitful personalized campaign will appear essentially higher engagement rates than a bland broadcast. Moment, the affect on devotion can be measured by following the repurchase rate of clients procured amid the past Christmas or the rate at which first-time Christmas customers make a moment buy inside the following quarter. Third, the viability of post-sale follow-up can be gaged through post-purchase client fulfillment (CSAT) scores or Net Promoter Scores (NPS) specifically for occasion customers, and by observing diminishment in post-holiday client benefit complaints. Fourth, the development and engagement level of the dependability program or e-mail membership list amid and after the season may be a key metric, because it reflects victory in building a coordinate, attractive relationship. At last, the long-term metric of Client Lifetime Esteem (CLV) for cohorts of clients who to begin with acquired amid a Christmas period and were subjected to particular CRM supporting can be calculated. On the off chance that this CLV is higher than that of clients procured at other times or without such sustaining, it gives solid prove for the ROI of happy CRM. The discourse must recognize that ascribing a deal exclusively to a CRM strategy is complex, but by analyzing these interrelated measurements, businesses can construct a compelling case that their ventures in personalized communication, mail sustaining, and post-sale care amid Christmas are not fair happy costs but vital speculations in tough client value. This measurement-focused approach shifts the point of view of Christmas CRM from a fetched center to a value-creating motor for long-term deals soundness.

6. Conclusion

This task set out to analyze the part of Client Relationship Administration procedures amid the Christmas season, with a particular center on how they are utilized to fortify client connections and upgrade dependability. The investigation has uncovered that the merry period, distant from being just a value-based crest, is in truth the foremost rich ground for

significant relationship-building within the whole commercial calendar. The special juncture of passionate customer inspiration, increased investing, and strongly time weight makes a setting where customer-centric activities are not as it were taken note but profoundly acknowledged and recollected. The report's discoveries have methodically nitty gritty how businesses capitalize on this setting through three urgent CRM strategies. Personalized promoting, fueled by information analytics, permits companies to cut through the occasion clutter with significant, supportive proposals, changing bland publicizing into a esteemed benefit. Vital mail campaigns provide the system for directing clients through the complete occasion journey—from early motivation to last-minute criticalness to post-purchase reassurance—maintaining a reliable and supportive exchange. Most critically, the persevering application of post-sale follow-ups guarantees that the relationship does not end at the point of deal but is sustained through appreciation, back, and astute post-holiday engagement, successfully changing over a regular exchange into the establishment for a perpetual relationship. The talk encourage emphasized that these strategies are most effective when coordinates into a coherent methodology that ranges the pre-Christmas, top, and post-Christmas stages, making a nonstop relationship administration cycle. It too contended for a advanced approach to estimation, looking past prompt deals to measurements like engagement rates, repurchase behavior, and client lifetime esteem to genuinely gage the long-term return on merry CRM speculations. The differentiate between the scale-driven, algorithmic personalization of Amazon and the human-driven, insinuate benefit of a local bookstore underscores a last, significant conclusion: the substance of effective Christmas CRM isn't the measure of the budget or the complexity of the innovation, but the reliable application of a customer-first reasoning. Whether through tremendous datasets or individual memory, the goal remains the same—to get it the client, to include honest to goodness esteem to their happy involvement, and to create them feel esteemed as an person. In conclusion, for deals administration, the Christmas season presents the extreme test and the extreme opportunity. Businesses that approach it with a vital, relationship-focused CRM attitude do more than fair maximize their regular revenue; they contribute in their most vital asset—loyal clients. By doing so, they guarantee that the goodwill and deals created amid "the foremost brilliant time of the year" proceed to abdicate returns all through all the seasons that take after, securing economical victory in an ever-competitive commercial center.

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8. Appendices

Appendix : Glossary of Key Terms

- **Customer Relationship Management (CRM):** A business strategy and suite of technologies for managing a company's interactions with current and potential customers, with the goal of improving business relationships and driving growth.
- **Personalization:** The practice of using data to tailor marketing messages, product recommendations, and experiences to the individual preferences and behaviors of a specific customer.

- **Customer Lifetime Value (CLV):** A prediction of the total net profit a company will earn from a customer over the entire duration of their relationship.
- **Email Segmentation:** The process of dividing an email subscriber list into smaller groups based on specific criteria (e.g., purchase history, demographics, engagement level) to send more targeted and relevant content.
- **Net Promoter Score (NPS):** A metric that measures customer loyalty by asking how likely a customer is to recommend a company's product or service to others.
- **Post-Sale Follow-up:** Communications and actions taken by a business after a purchase is completed, aimed at ensuring satisfaction, providing support, and continuing the customer relationship.