

## **Relationship Marketing**

### **Track Definition:**

Relationship Management and Customer Experience research are closely intertwined areas that examine how organizations manage customer relationships over time and how customers experience their journey with the organization. Relationship Management focuses on how organizations acquire, onboard, develop, retain, and re-engage customers throughout the customer lifecycle. Customer Experience focuses on how customers perceive and respond to their journey — the touchpoints they encounter, the context shaping them, and the experiential qualities that emerge along the way.

## **Relationship Management**

### **Definition (short):**

Relationship Management is the marketing research domain that examines how firms acquire, onboard, develop, retain, and re-engage customers throughout the customer lifecycle. It focuses on how organizations build and sustain valuable customer relationships in ways that benefit both the organization and its customers.

### **Definition (long):**

Relationship Management is the marketing research domain that examines how firms acquire, onboard, develop, retain, and re-engage customers throughout the customer lifecycle.

- Relationship Management integrates strategy, analytics, and customer behavior to understand how data, technology, and relationship marketing principles help firms:
- identify, acquire, and retain valuable customers,
- personalize offerings and communications,
- manage customer lifetime value (CLV) and equity,
- design loyalty and engagement programs,
- and link relationship investments to firm performance (e.g., profitability, shareholder value).

Relationship Management has become a cornerstone of modern marketing strategy, recognizing that long-term customer relationships are among a firm's most valuable and defensible assets.

## **Customer Experience**

### **Definition (short):**

Customer Experience studies customers' holistic responses to the touchpoints they encounter across the customer journey, as shaped by the context in which these touchpoints occur and the experiential qualities that emerge from them. It explores how firms design, manage, and measure customer experiences to foster satisfaction, loyalty, advocacy, and long-term value.

### **Definition (long):**

Customer Experience studies customers' holistic responses to the touchpoints they encounter across the customer journey, as shaped by the context in which these touchpoints occur and the experiential qualities that emerge from them.

Customer Experience Management integrates strategy, analytics, and customer behavior to understand how firms:

- design and manage touchpoints across the customer journey,
- account for contextual factors that shape the meaning and impact of these touchpoints,
- support experiential qualities that emerge across the journey,
- examine how technology transforms journeys and touchpoints,
- and link customer experience to outcomes such as satisfaction, loyalty, advocacy, word of mouth (WOM), and long-term value creation.

Customer Experience has become a strategic capability central to customer-centric marketing and service innovation.