**CWU: Customer Relationship Management**

**Following the Guidelines of the American Psychological Association**

**Name**

**Professor**

**School**

**Course**

**Date**

Introduction

This essay is based on the following scenario: I am now the person at CWU who receives these results (from the Survey Monkey) and I am asked by my boss to write a short summary of what the findings mean. I do not just restate the data; I interpret them based on what I have learned so far in class. I make sure to look at both tabs of the results - question summaries and data trends. I review earlier chapters in my text and use terminology in the text to complete this assignment. I bold the terminology so that it is easily seen. I will write a three to four paragraph analysis of the findings: are they good? Are they bad? What do they tell CWU? What should be the next step to help solve any issues this survey brings up? What other questions could be asked in future? In three to four paragraphs I will also discuss the following: on page 86 - 145 of the Customer Centric Marketing: Build Relationships, Create Advocates, and Influence Your Customers the author discusses using of Social Media Marketing to build relationships with customers (advocates), what can CWU do, based upon these principles (page 103), to enhance their Social Media Marketing presence and build better relationships with students (customers)? First I will begin by interpreting the data.

Interpreting the Data

 The results overall for the Survey Monkey were neutral. They were not too low and the results also were not overwhelming positive.

 What CWU could do to improve their responses is by addressing these results and delivering increased and delivering improved service to their customer base through CRM. More discussion concerning this will be followed up on later in this essay.

 In future, CWU could ask more open-ended questions of their client base that will regard what CWU can do to improve their services to their client base. By getting concrete suggestions from their client base, this will greatly help to improve the overall impressions that clients have of their service from CWU once the suggestions that are more commonly offered are implemented. Next, I will discuss how CWU can use customer relations management (CRM).

Customer Relations Management (CRM)

 According to Goldenberg (2015), CRM involves customer centric marketing, building relationships with clients, creating advocates of your organization, as well as having a strong social media marketing presence. CWU needs to adhere to all of Goldenberg’s (2015) suggestions in order to improve their approval ratings for the organization.

 By customer centric marketing, CWU can do more research on what each client of CWU needs and to be in more contact with each client to further promote their brand name. This will also help to build relationships with clients.

 By building relationships with clients, some of the key front line workers of this effort include the teachers and instructors of CWU. It must be made an imperative that the teachers and instructors who are hired to work with CWU have the best interests of CWU in mind and are actively promoting the benefits of CWU to their clientele base – that being the students mainly. Next, I will discuss creating advocates for CWU.

 In order to create advocates for CWU, one must test and verify that through outreach methods from CWU to their client base, who tend to be the customer base that is responsive and turning these respondents into advocates for CWU through customer loyalty branding and promotions. This can also be done with all of the customers in mind and this would highly increase the approval rating of CWU for the next and upcoming Survey Monkey.

Conclusion

 This essay has discussed how CWU did with its recent Survey Monkey. The data from the Survey Monkey was interpreted to be neutral, therefore not overwhelming positive, however not overwhelming negative either which indicates that CWU is in a good position to build upon these responses in order to improve their feedback. As well, in this essay, the use of customer relationship management (CRM) was discussed in terms of how it could help and to aid CWU to achieve their goals to reach higher approval ratings amongst their clientele.

**References**

Goldenberg, B. (2015). *The Definitive Guide to Social CRM: Maximizing Customer*

*Relationships with Social Media to Gain Market Insights, Customers, and Profits*. Pearson Education.