

PLANNING A STRATEGY FOR KEEPING THE CUSTOMERS

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Abstract:

For a company keeping the customers is an essential process which consists in orientation towards existing customers, management process, long term vision and future orientation. Companies give an importance not only in improving their relations with the business partners but also with their clients. The strategy for keeping the customers consists in the whole measures developed by a company with the purpose of positive orientating the behavior of the customers towards her and developing a permanent contact with them. The paper tries to explain the methods used by companies in developing their strategies for keeping the customers.

Keywords: *strategy, customers, cause - effect chain*

JEL codes: *M31, O21*