



Customer Service
The process of providing assistance and support to customers before, during, and after their purchase.

Customer Satisfaction
The degree to which a customer's expectations are met or exceeded by a product or service.

Customer Retention
The ability of a company to keep its customers over time, reducing the need for new customer acquisition.

Customer Lifetime Value (CLV)
The total revenue a business can expect to generate from a single customer account throughout their lifetime.

Customer Feedback
Information provided by customers about their experiences with a product or service, used to improve offerings.



Customer Segmentation
The process of dividing a market into distinct groups of customers based on shared characteristics.

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