



**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 the service received.

**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 company's products or services.

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



**Customer Journey Map**  
A visual representation of the customer's path through the company's marketing and sales funnel.

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