**A3: Benefits of building customer relationships**

What does it mean to have a good business reputation?

How can a business develop a good reputation?

How can a business's reputation be damaged?

How do you measure the reputation of a business?

How do building good customer relationships enhance the reputation of a business?

Give five examples of how the reputation of a business can be measured:

How can you measure the reputation of Waitrose and The Woodhouse Cafe?

How does a business build effective customer relationships? List your answers below:

Why does building effective customer relationships lead to repeat business?

How do Waitrose and The Woodhouse Cafe build effective customer relationships?

Customer confidence:

How do these businesses gain confidence from their customers?

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| Waitrose | The Woodhouse Cafe |
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How do you measure employee job satisfaction?

How can you increase job satisfaction?

How do Waitrose and The Woodhouse Cafe create job satisfaction for their employees?

What are the benefits to both businesses of employee job satisfaction?

Waitrose

Woodhouse Cafe