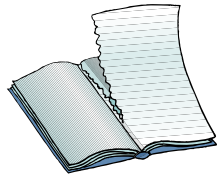
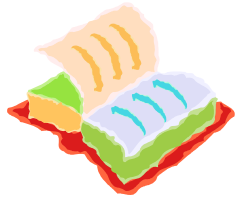


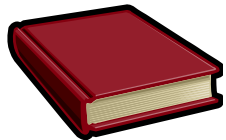
# Figuring out how CRM and CEM relate



A page= interactions



A chapter= the experience story



A book= the relationship story



A book shelf= the customer life story



A library= the customer base

Customer interactions can be viewed at different levels; a bit like a book in a library. At the finest level of resolution, there are individual **interactions** between a provider and a customer (important interactions sometimes get called “moments of truth”). Several interactions linked together make up either a good or bad **experience** for a customer.

A **relationship** with a customer covers a longer period of time and there may have been some memorable experiences (good or bad!) amongst forgettable ones through the course of the relationship.

The **life story** for a customer for a specific service or product may feature relationships with several suppliers- maybe overlapping at times, sometimes with one relationship or even with only one relationship for the entire life story.

The combined sum of all the interactions which make up experiences, which in turn build the relationships over the life of all current customers is the **customer base**