



Kapital Cliente: la rentable gestión de clientes (Spanish Edition)

Marta Lucía Restrepo

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Las organizaciones de hoy enfrentan el gran desafío de consolidar sus relaciones con clientes que eligen sus marcas, en un contexto donde la población de consumidores es finita y escasa. La razón es muy simple: las personas adquieren productos para usarlos en momentos específicos, pues no es común vestirse simultáneamente con varios trajes, manejar varios vehículos o usar más de un par de zapatos. Esta limitación, propia de la condición física del hombre, es uno de los motores de la preocupación de la empresa por el cliente con respecto a cómo lograr que prefiera "su marca", que continúe consumiéndola y que comparta esa experiencia con personas semejantes a él.

Esta tendencia del pensamiento empresarial centrado en el cliente, implica la concepción y el desarrollo de una estrategia que lo reconozca como un actor al cual hay que identificar, comprender y valorar en el curso del desarrollo de la relación con la empresa (Vélez, 2008). Dicho modo de pensamiento se ha venido gestando desde la práctica empresarial varias décadas atrás, y hoy adquiere relevancia bajo la consideración de que, tanto empresarios como clientes se encuentran obsesionados con el uso de la data como fuente para entender, controlar y moverse en el mundo de las oportunidades comerciales, sociales y culturales en el entorno productivo (Gomes, 2014).

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