

27th Global Summit and Expo on

DENTAL MARKETING

December 07-08, 2017 | Madrid, Spain

The role of communication in marketing relationship in dental patient's loyalty

Abeer Turkmani and Samer Al-Mustafa
Damascus University, Syria

The communication is the basic in marketing relationship and it has a direct impact in customer by strengthening customer relationships and building customer loyalty by talking, take care and make them feel as partner not just customers. The dental clinics and centers had to increase the direct and the indirect communication due to increase competitive. Marketing relationship aim to use media to strengthen customer loyalty, and use telecommunication and information technology to keep the customers, and increase the quality of service by doing it with shorter time and strength the relationship with customers by all communication possible ways. Collect data, contact dates, issues discussed with customer and the customer hobbies and interests. The paper concluded there are statistically differences between communication in marketing relationship in customer loyalty, and it found the communication in marketing relationship make customers to keep coming to the clinic.

Biography

Abeer Turkmani has completed her Bachelor of Business Administration at Damascus University Faculty of Economics. She is Director of Malek Dental clinics and preparing master degree in marketing at Damascus University Faculty of Economics. She has published a paper in Al-Baath University journal. Her research interest includes Dental Marketing, patients loyalty and Dental centers management.

khaled_turkmani@yahoo.com

Notes: