**How can companies build healthy relationships with customers?**

The most important aspect of customer relations is communication.  Especially in today's technological age, it is so easy to send a quick email to a customer that may have a specific question or has an issue with a particular product.  A majority of the complaints a company faces can be mitigated by good communication between the company and the consumer.

Depending on what the company is selling, it is important to cater to that specific group and solicit the feedback and sometimes criticism that comes from them.  In order to build brand loyalty, you then need to take those recommendations, decide which ones you will take action on, and then take action.  All to often a company will come out with a product, initially release it, then offer no follow up help or services