

# **THEORETICAL MODEL OF THE CUSTOMER CARE CONCEPT**

**Chief Assist. Prof. Maria Veleva**

## **Abstract**

In the present work there is studied the issue of the lack of uniform position of researchers in the area on the nature and content of the concept of „Customer Care”. The aim of the study is *to clarify* the nature and to specify the content of the concept „Customer Care” and on that basis *to propose a theoretical model* for its application. In this connection there has been done the following: tracing of the formation of theoretical foundations of the concept of „Customer Care” and the prerequisites for its emergence; outlining the interdisciplinary origin of the concept; analysis of the existing approaches for presenting the concept and the proposition of a model, including a mix of elements, and the nature of the concept; fixing the elements of the concept and indication of their binding to the company management in focusing on the customer; suggesting a formulation for the scientific definition of the nature and content of the concept „Customer Care”. There has been suggested that the concept should be adopted as a modern interdisciplinary approach for company management in the area of services.