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Mapping in Subway**

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Introduction

Consumer experience can be used as the reflection of the marketing strategy that includes a memorable, unique and pleasurable experience (Batat, 2019). Customer experience can be both positive and negative and it can be defined as the strategic terms in the establishment of competitive advantages (Keiningham *et al.*, 2020). Communication plays an important role in developing relations with customers. This also helps to create an insight into the customer experiences of the brand (Ameen *et al.*, 2021).

Subway is a US-based multinational organisation that is a specialised brand in sandwiches, drinks, and salads. It was founded in 1965 and headquartered in Connecticut, US. It is currently serving global customers with 41600 locations (Statista, 2022). The recent revenue is US\$16.1 billion in 2019 which is a decrease from the previous year. 410,000 employees are working in the main branch and franchises. In this module, suitable recommendations regarding innovative marketing plans will be given to Subway restaurant so that it can enhance its revenue structure by developing competitiveness in the market.

Definition of communication

Companies use marketing communication to encourage people to buy their goods and brands. Marketing Communication is how companies communicate with consumers about their products and services. The marketer employs marketing communication techniques to establish brand recognition in perspective consumers' brains, which helps them make a purchase choice (Rivandi, 2021). Communication strategy includes advertising, sales promotion, direct marketing, social media marketing, Interactive marketing, word-of-mouth marketing, personal selling, Public relationships, and publicity.

Communication model

The **Shannon and Weaver Model** is one of the first and most important models of communication. This has been initiated in 1948. The model explained the mathematical theory of communication and explored different parts of communication like a transmitter, channel, receiver, and destination. The model helps Subway to identify the most important components of

the communication process (Ferretti, 2022). The model also represents how the communication components of the brand may interact.

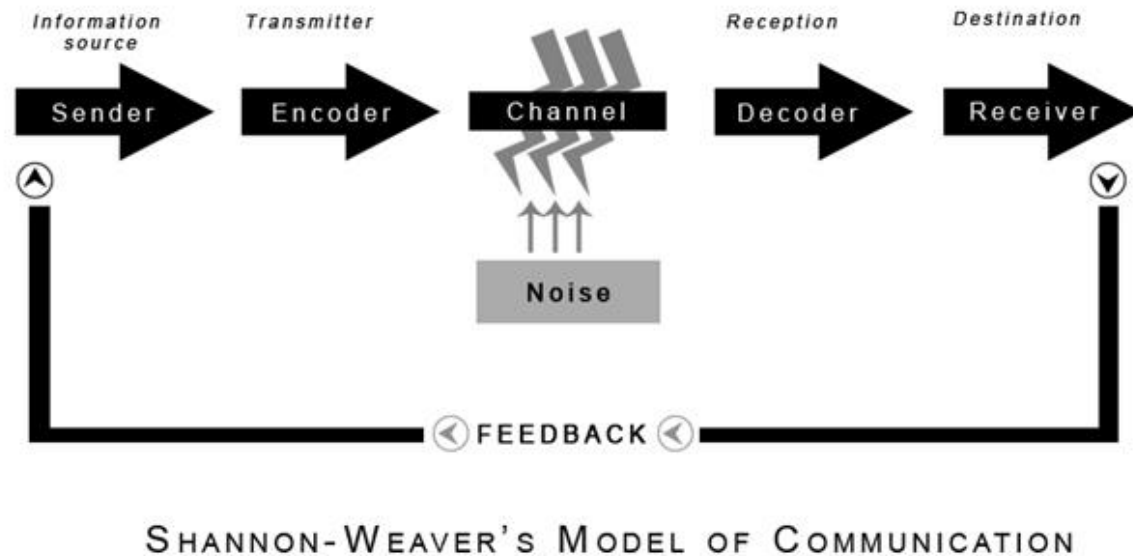


Figure 01: Shannon-weaver communication model

Source: (Ferretti, 2022)

Integrated Marketing Communication

Integrated communication of marketing (IMC) is the practice of integrating marketing communication aspects including public relations, Facebook, audience analytics, business growth concepts, and advertising into a cohesive brand identity across media platforms. It helps both private and public entities and enterprises to maximise an organisation's image and connection with stakeholders by providing an engaging and seamless customer experience for a good or service (Kushwaha *et al.*, 2020). Social media marketing, electronic content, media, market research and consultancy, media relations, non-profit as well as government, theatre, radio and TV, and other similar disciplines may employ integrated marketing communications professionals.

Communication channels and media plan

Objectives

- The main marketing objective of the company is to make the company business lead in the UK and the US to drive sales growth and revenue generation of the firm supporting brand reputation.
- The communication objective of the firm is to reach a wide range of customers by developing PR programs and advertisements.
- Enhancing brand reach and customer satisfaction communication strategy must be effectively enhanced.

Selection of communication channels

- Broadcast media
- Print media
- Support media
- Direct marketing
- Advertising and target market
- Internet
- Interactive media (Mariani, and Wamba, 2020).

Media plan

Social media	Facebook	Instagram	Twitter	YouTube
Content	• Making short videos of food, events, and ads. • High resolution post engagement • Daily updates • Demonstrating daily posts in the	• 90% Instagram content is identical to Facebook. • The bio should be more	• 10 post uploaded recently • Customer services before 2018 • Food	• Products promotion sport events

	media and high upbeat interaction with the customers.	enhanced • Daily updates • Healthy updates, values in Instagram.	shorts, with the satisfied customers.	
Engagement	• On Facebook, it has 811626 followers • On each post 200-300 likes • 1695 weekly interaction in the posts • Minimum 65 comments on each post.	• On Instagram 13.8k followers • 120 post on average • 20 comments average • Low interaction	9328 followers Low interaction	On its YouTube channel, the company has 2.2k followers
Benchmark	McDonald's high interaction-8 million Hungry Jack's medium interaction has 678k interaction KFC Australia has high interaction of 53 million	McDonald's Australia 137k and high interaction KFC Australia 133k and high interaction	McDonald's Australia 32.2k Hungry Jack 11.4K	McDonald's 18K KFC Australia 8.2K Grill's 363
Impact	In the Subway, Facebook channel and social media, channel people are highly engaged compared to other channels. Subway's Facebook and Instagram have high-quality content that boosts organisational performance. Interactive media enables Subway Food to compare customer preferences and market availability (Chung <i>et al.</i> , 2021). For the same			

	reason as in some of the instances above on advertisement and perceptions, the gross value for advertising product features is minimal and its net social dimension may be negative if customers have limited dispersion in their choices and search costs.
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New promotional strategies for Subway

Offline promotion

Public relations: In recent years the advertisement of the brand image through the viral marketing approach has achieved huge popularity through social media channels. Thus, Subway needs to adopt a public relation approach and need to make this brand famous with its value proposition. This brand can offer free muffins or pastry items with its burgers and sandwiches via a campaign that will have a fixed time period (Gopalakrishna, Lilien and Donsbach, 2022). Happy hours in restaurants and bars in various countries are 1:1 and the services will be offered in a fixed place. To strengthen public relations, Subway can come up with the provision of customer loyalty cards for loyalty programs of consumers.

Direct marketing: Subway can sell its product range from various outlets through the referral program. Customers need to provide honest feedback to understand their real experience with the brand. A unique code will be provided to the consumers that will be provided to the consumers which can be shared with other friends and family members who are not consumers of Subway (Desai and Vidyapeeth, 2019). Once the new consumer will make a purchase with the use of a promotional code the consumer who has shared this unique code will receive a discount or gift card on the purchase of their foods in this brand.

Online Promotions

Advertising: Subway is investing millions in advertising activities in 2020. It needs to invest more in online marketing strategies like social media marketing, email, and Twitter. Push strategy will provide a message of notification to the consumers and it will revolutionise the mobile application (Desai and Vidyapeeth, 2019). This brand needs to set up a marketing strategy that can deliver a powerful message that can exhibit exclusive customer experiences with the offering of superior quality products and services to consumers.

Sales promotion: subway can utilise point-of-sale offers, materials and discounts along with gift card options on a weekly basis. Each Friday, it can promote the winter sales, merchandise section, and Christmas sales. It can offer a red cap to the consumers during the Christmas time promotion. In this strategy. Various posters can be offered through different social media platforms like Facebook, Instagram and Twitter to attract potential consumers. Different hashtags like #blondeRoast and #Tweetoftoday can be used as keywords to spread the brand's popularity (Heryono, 2021).

Brand Equityand Branding

Brand Equity refers to the value of a brand that is determined by the perception of the consumer regarding desirability and quality. It is dependent on certain factors like consumer loyalty, brand recognition and customer satisfaction (Hunt, 2019). Branding refers to the process of disseminating and creating the brand name, personality and quality.

Keller's brand equity Model

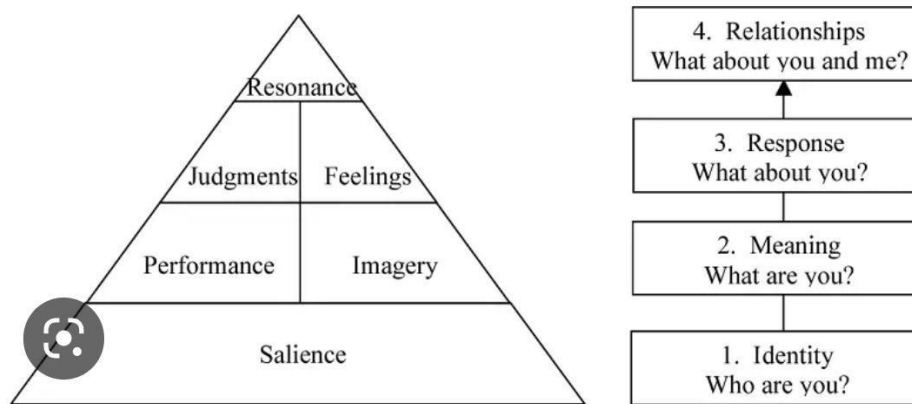
This has a pyramid structure that comprises six components that helps to build brand equity. These factors are performance salience, judgments, imagery, feelings, and resonance salience refers to the identity of the brand. Performance refers to the features of a brand, imagery refers to the meaning of the brand, and judgments are based on brand quality. Feelings denote the brand response and resonance is the brand relationship (Steenkamp, 2020). Thus, Keller's model guides subway to create brand equity that can establish a relationship between the consumer and the brand.

Advantages of Keller's brand equity model

It helps Subway to find powerful brand equity. It helps in formulating sustainable brand equity. It causes lesser cost in the retention of customers. It generates a better profit margin. This model helps to increase brand loyalty while reducing the vulnerability of Subway in the competitive activities of marketing (Nair and Gupta, 2021). It helps to create an integral connection between the customer and the brand.

The disadvantage of Keller's brand equity model

It fails to consider the brand name of manufacturers in contrast to the product brands. The interesting fact is that when evaluating the brand slogan, Keller's brand equity model fails to create a specific brand element that has created concussions in various cases (Straker, Mosely and Wrigley, 2021).



Keller model (Resaerchgate.net, 2023)

Subway in Keller's Perspectives

Keller has defined brand performance have four dimensions: brand loyalty, awareness, associations and perceived quality. In the case of Subway, the company have loyalty among its customers for its quality and good service. Further, it extends to Subway's product reliability, service effectiveness, efficiency, style and price of the product. These elements of brand equity add or subtract value to the offered products and services. These elements include brand awareness, brand loyalty, association and perceived quality (Ganatra *et al.*, 2021). It is stated that Subway's

brand equity increased with awareness of the brand as a healthy and tasty sandwich food. Also, the perceived quality, awareness, and brand association for Subway also increased with thebrand-associated proprietary, and then the brand equity also increased. (Goryushkina *et al.*, 2019).

Customer Journey

The customer journey can be referred to as the end-to-end experience of the consumers with a specific brand. The customer experience can be divided into 5 potential stages. These are brand

awareness, brand research, brand consideration, brand purchase and brand support, in the awareness stage customer will discover the Subway brand, and in the research stage, the customer will decide to purchase a product or service from the brand. In the consideration strategy, the customer actively purchases a product, and in the purchase stage, the customer will formulate the buying decision (Islam, 2021). In the support stage, the customer will use the products and services to engage the customers with the brand. Customer loyalty can be created with brand assistance and support in the opposite purchase stage. Thus, customer advocacy can lead to a word-of-mouth marketing strategy creating high customer satisfaction with the after-sales services. The marketing and sales team use the customer journey to understand the pain points of the customers and which factors can formulate high customer satisfaction. Customer journey is a changeable factor for any organisation with the evolving of the offered products and services (Kosteljik and Alsem, 2020). It is seen that over the period, the demand and customer needs changed and thus, customer journey mapping is a useful tool to brand an insight into the customer needs.

Touchpoints in Subway

Pre-purchase

Customers generally look for the exterior aesthetics location and Word of Mouth before making a purchase decision. In this way, Subway needs to focus on the product placement, website and smell of the food that can create a USP or unique selling point in the market (Heinze, 2021). The brand name on the food packaging creates brand awareness.

Purchase

During the purchase stage, customers generally evaluate the attentiveness of the staff, personalised services, and smiling faces with positive behaviour towards the consumers. In addition, features like the music and ambience create a high brand engagement. Assortments like payment methods, pricing, a meal of the day and a combo of the day with a customisation facility can also influence brand engagement (Montaner, de Chernatony and Build, 2011). The seating areas like furniture and attractive ambience can enhance huge brand awareness for the consumers of Subway.

Post-purchase

After consuming the food services Subway brand food quality, taste and pricing factor for the offered service creates consumer satisfaction or dissatisfaction. Repeat purchase decisions are made in this stage that can be enhanced with the offering of greetings, coupons, caring, service vigilance, greeting and discounts (De Keyser *et al.*, 2020) Moreover, loyalty programs with subway cards and social responsibility programs can create brand consistency.

Touchpoint inventory mapping

Consumer perspectives	Pre-purchase stage				Purchase experience			Post-purchase stage
Consumer journey	Pre-purchase			Purchase	Post-purchase phase			
Stages	Problem awareness	Analysis	Solution The end-to-end customer journey in Subway	Purchase	Pre-service	Service	Extra service	post-purchase engagement
	Taste	Budget	Partnership with other brands	How?	Ordering menu	Eating	Ambience and sitting	Mails and messages

Table 04: Touchpoints in Subway

(Source: Self-Made)

Customer Journey Map

Critical analysis of the customer journey map of Subway

Stages	Activities	Feelings and needs	Potential areas
Awareness	The buyer generally looks for the influencing points before making a purchase of fast food (Anagnoste <i>et al.</i> , 2021). The buyers are generally highly aware and conscious of food quality, menu options and affordable pricing.	Feeling: Anxious, excited and looking for restaurant service. Needs: The buyer needs the ability to identify restaurant service. The buyer generally invests time in searching for different brands, feedback, social media and websites to identify the right brand before making a final purchase decision.	Observing ability and communication with the consumers.
Consideration	Visiting the online site of Subway and the social media pages of the brand to collect brand information at a maximum level.	Feeling: happy and determined. Needs: The customer needs to identify both the positive and negative feedback regarding Subway from various consumers (Cui <i>et al.</i> , 2021)..	Critical evaluation ability and the patience level
Purchase	In this stage, the pricing factor is a vital aspect in the mind of the consumer. Either the consumer will be value-centric or quality centric.	Feeling: interested, needy, burden-free and excited. Needs: the buyer will search for an affordable brand with high-quality service with critical thinking (Du <i>et al.</i> , 2019).	A Quality and Value-Centric Mindset
Retention	The buyer will conduct a personal and professional activity to grab a clear view regarding the advantages and drawbacks so that the decision-making process can be made effective.	Feelings: cooperative and curious mindset. Needs: the consumer will consume the ordered meal and will provide a review regarding the service of the Subway website to help other	Thanksgiving approach.

		potential consumers (Rodríguez-Torrico <i>et al.</i> , 2023).	
Advocacy	After purchasing from the Subway restaurant, the buyer will be happy with the service quality which can create a sense of brand advocacy (Lewnes, 2021). The purchaser will act as a marketing individual as he will recommend the brand to other consumers.	Feelings: happy: and happy Needs: Word of Mouth	Expressive and convincing approach

Table 05: End-to-end customer journey in Subway
(Source: Self-Made)

Total Engagement Model

Using these actions to engage customers:

Create a compelling customer value proposition. It should continually advertise this value offer to consumers. Staff who support the plan and understand its role in its success should fulfil this promise. Its cultural basis ensures a planned consumer experience that meets the advertising promise. Develop distinctive and meaningful "promises" and firmly engage your personnel to achieve or exceed expectations. The complete engagement model diagram summarises the trust-building model. Engaged employees understand your plan and are dedicated to its success. They work harder, resolve conflicts amicably, and are more devoted to their organisation (Grover, and Kar, 2020). If business managers want long-term success, they must connect engaged staff and customers strategically.

Strengths

Business managers must apply the total engagement model to know and understand the value of customers and customer behaviour. It can be applied for understanding customer engagement.

Weaknesses

However, the model is time-consuming and the participation of all customers is required for this. This is sometimes opinionated.

Recommendations

Subway must focus on the customer experience and purchasing behaviour. The brand needs to identify the needs of customers. The company can use a 360-degree feedback strategy to collect feedback from customers. This will help the company to know the issues of customer experience. However, this can improve the effective customer journey. Communicating clearly with customers and providing better services 24*7 can automatically increase customer satisfaction, hence, increase business growth. The company also can focus on the quality of the products to serve customers effectively. This captures, and shares examples of great service. To create easy and effortless services Subway should focus on the research and development of the company. Personalising customer services and customer checkout process can accomplish customer satisfaction and also helps to enhance customer retention and behaviour. By increasing offers and coupons, the company can attract customers' eyes toward the brand. The company also can focus to make investments in a CSR strategy that can help to catch the eyes of the customers. Superior product quality, home delivery services, and corporate social responsibility can increase customer experience and brand loyalty. This will give better experiences for the future. The brand should also focus on social media marketing to enhance brand strategy and to increase brand loyalty focusing on customer satisfaction.

Conclusion

It can be concluded that the consumer experience of the CX approach is highly crucial for a strong brand powerful brand like Subway as it helps this brand to interest the satisfaction level of the consumer and facilitate the co-creation of the attitude of the consumers. Thus a high-quality bond can be constructed with this strategy with the brand. Consumer personal creation helps to illustrate the customer experience with any brand. Thus, the customer personnel has helped Subway to understand the pain points and the touchpoints that need to be enhanced. Also, consumer journey mapping helps to understand how the consumer can be more engaged with the brand by identifying all of its elements. Finally, identifying the marketing gap, a suitable

innovative marketing strategy is proposed to Subway that can enhance the brand awareness and satisfaction level of the consumers.

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