

Understanding and Engaging in the Customer Experience

(BMSW5103)

University of Wales Trinity Saint David

Assignment 1

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Organization' s Quality Systems and Customer Relationship Management

Executive Summary

During this pandemic, Customers are mainly shifting towards online loyalty programs, touchless technology and safety protocols. This report has provided in depth knowledge about quality procedures within JD Sports during COVID 19. The results indicate that JD Sports often use different digital technologies such as interactive mirrors, window displays and customer feedback technology to enhance customer experience. The report has also determined several factors that affect quality systems such as safety measures, teamwork and organizational culture. The report has also evaluated different service models to understand customer expectations. At last, It has also provided appropriate suggestions to reshape customer experience in post COVID situation.

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Introduction

This report mainly provides brief understanding about customer experience and its importance in business operations. It has mainly applied relevant models and theories to analyze customer experience. The report also demonstrates potential benefits and challenges of maintaining good customer relationships. It also demonstrates that how JD Sports can enhance customer experience in Post COVID World. The report has also demonstrated several factors that affect quality systems during COVID 19.

Company Overview (JD Sports)

JD Sports is the fashion retailer in the UK. The company mainly deals with the footwear of men and women including various brands such as Livestock, Sizzer, Tiso and Millets. On the other hand, JD Sports also offers fitness gear, clothing accessories and face mask to their potential customers. The ultimate goal of JD Sports is to become best sport fashion retailer across the world (JD Sports, 2021). The company has more than 2600 stores in 20 territories including 850 JD stores. In the year 2020, JD Sports has approx. 56685 working employees which delivery good customer services. The company mainly generate the profit revenue of 6.11 billion British pounds in the recent year. JD Sports follows competitive pricing for gaining competitive advantages. The main competitors of JD Sports are Foot Locker, Kanui and Zumeiz.



Source: (JD Sports, 2021)

Quality Process in Workplace

Customer experience is the most important element for sustainable competitive advantage within the workplace. The current global pandemic has brought certain changes in customer buying behaviour such as hyper personalized services, digital platforms and high quality products. Nowadays, Customers mainly use digital platforms to collect large information about customers. During COVID 19, Many companies are losing potential customers due to lack of emotional connection and poor quality standards. Thus, Quality Management is the central foundation of successful customer service. Over the past few years, JD Sports has maintained strong brand position in global marketplace due to its excellent digital experience and diverse product portfolio (BBC, 2021). The company has mainly established its own check out survey to create superior brand value for customers. In fact, JD Sports has mainly started its own two week online survey for 350,000 customers. With this survey, the fashion retailer was able to collect large information about customer background, age and household income.

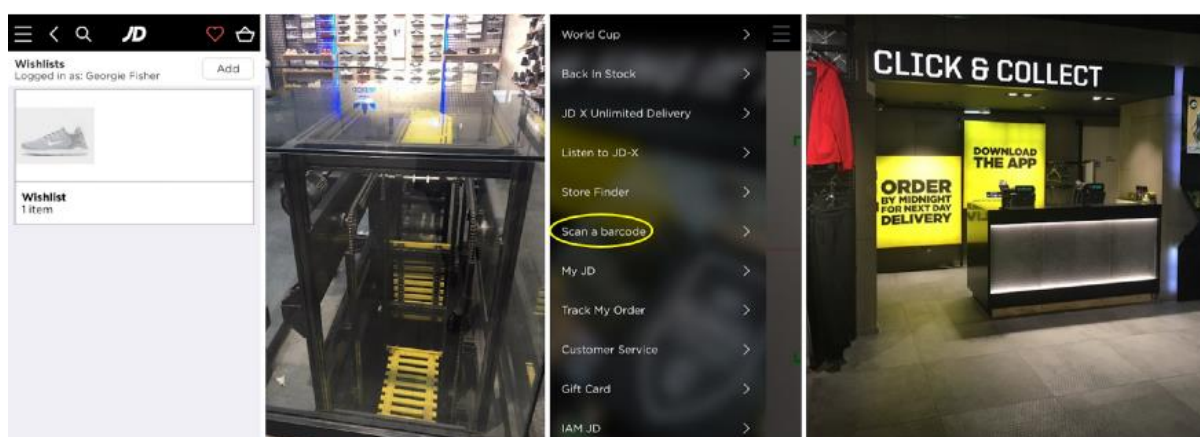
The company has mainly adopted multichannel approach including 850 stores to create highly differentiated products for customers. JD Sports has mainly started its own mobile point of sale systems to create effortless checkout process for customers. In this way, Customers does not have to stand in long queue for purchasing their products. The company has also established several private labelled brands such as Go Outdoors and Blacks to deliver excellent customer service (JD Sports, 2021). In fact, JD Sports has mainly taken sponsorship of famous athletes named Anthony Joshua to deliver high quality products to customers. The company has also acquired Finish Line brand to create better visual merchandising standards for customers. JD Sports is already making constant investments in mobile apps and on screen video advertisements to set unique brand identity among customers.

The company has also hired experienced Quality Assurance Manager to manage customer call sessions and analyze product defects on regular basis. The company mainly focuses upon call levelling sessions and disciplinary meetings for quality improvement. During COVID 19, JD Sports has invested upon online fulfilment capabilities to enhance customer experience (Patten et al., 2020). The main reason behind immense popularity of JD Sports is its excellent shopping experience. To create superior brand value, The company mainly offers premium brands such as Adidas and Nike to customers. The company has mainly focused upon new technologies such as online access mirrors, RFID tagging and self checkouts to create personalized experience for customers.

The quality of customer service is entirely based upon certain principles such as assurance, responsiveness, technological trends and reliability (Fashion Network, 2021). During this pandemic, Customers are becoming more conscious regarding supply chain, safety measures

and other hygienic facilities. However, Lack of customer service training has adverse effect upon business operations. There are several factors that affect quality systems which are described below:

Technological Developments: Nowadays, Self Service Technology has become popular trend among customers. For instance, JD Sports mainly takes advantage of different digital platforms such as interactive mirrors, click & collect service and 3D printing to enhance customer experience. During COVID 19, The company has mainly introduced new digital initiatives named 10 metre high digital entrance portal, large scale digital windows and scheduling online content to enhance customer service (JD Sports, 2021). The company has also installed new self service kiosks to deliver better shopping experience to customers. With a single click of button, Customers may able to purchase their products. However, Misuse of Technology has negative impact upon quality systems.



Source: (JD Sports, 2021)

Organizational Culture: It has deep impact upon service quality. A positive corporate culture mainly helps businesses to handle customer complaints. For instance, JD Sports has mainly hired special customer service departments track social media comments and track chat requests on regular basis (Fashion Network, 2021). During this pandemic, JD Sports has mainly collaborated with their marketing and R&D department to conduct online live chat sessions for customers. This may help JD Sports to create high quality culture for staff members. If the management team does not handle customer emails, then it has negative impact upon service quality. However, A toxic workplace environment has negative impact upon quality systems.

Strong Team Work: A strong teamwork is quite essential for achieving high quality standards. For instance, JD Sports mainly collaborate with their colleagues to introduce new safety protocols for customers. During this pandemic, The company has also conducted virtual customer service training program for staff members (BBC, 2021). Under this training

program, The company offers proper guidance to staff members regarding quality standards, product inspections and way of handling customer service.

Proper Safety Measures: Proper maintenance of equipments is quite essential for attaining quality standards. The company has mainly established contactless payment points to enhance customer service. JD Sports has also introduced new cleaning and sanitization procedures to enhance customer experience (JD Sports, 2021). The company has mainly persuaded their customers to wear protective masks on regular basis.

Overall, It can be stated that quality systems has deep impact upon customer buying behaviour. During this pandemic, JD Sports has often put circles on their floor design to inform customers regarding social distancing. The company has mainly installed around 3,000 digital devices to ensure seamless customer experience. The company has mainly invested 350 million in digital solutions and virtual signage banners to create superior value for customers. This has helped customers to order different clothing materials at any times. Thus, JD Sports is all set to create new standards for retailing industry.

Different Models and Theories to analyze customer experience

A customer service model is exclusively designed to attain highest brand loyalty. It mainly help businesses to make rational decisions regarding warranty claims, customer complaints and

analyzing product defects. During this pandemic, JD Sports can use this model to create better in store experience for customers. Through this model, Businesses can display greater transparency and simplicity among staff members. In this way, JD Sports can offer more self service alternatives to customers (Patten et al., 2020). In this way, Firms can gain in depth understanding regarding customer touchpoint and behaviour. There are different service models which are described below:

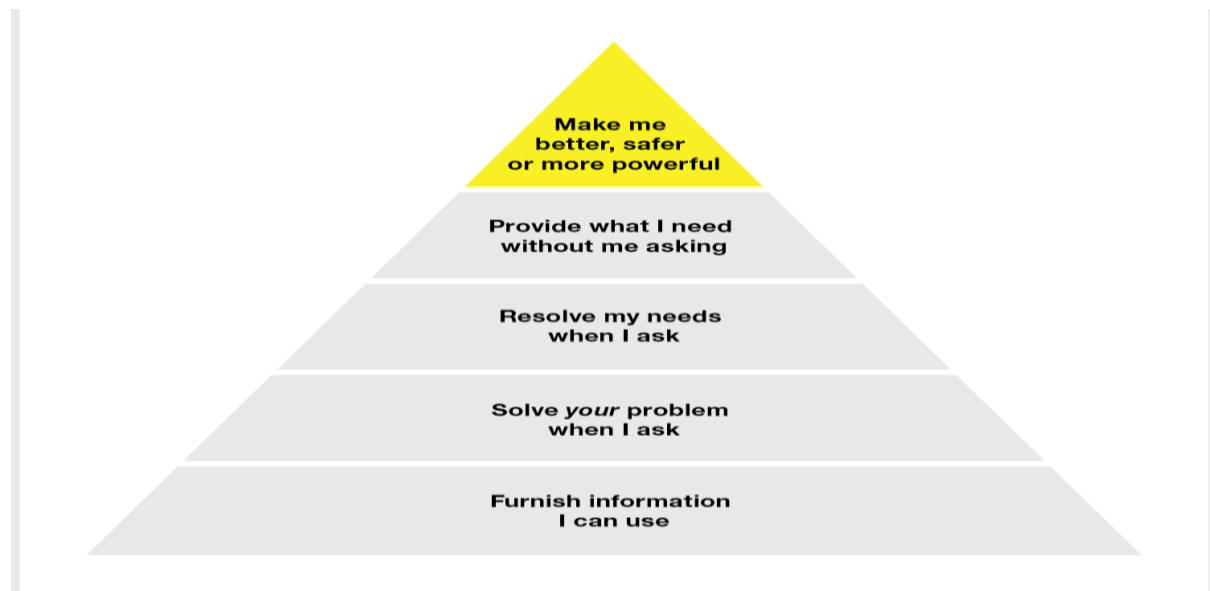
Gartner Customer Experience Model: It is mainly regarded as best model to understand customer expectations. During this pandemic, JD Sports can use this model to create memorable shopping experience for customers. This model mainly contributes towards better financial outcomes and optimizes customer conversion rates. In such challenging times, JD Sports can use this model to conduct virtual conference and live chat discussion boards for customers. This model may help JD Sports to leverage their CRM systems and uplift customer loyalty (Fashion Network, 2021). This model mainly helps JD Sports to reshape entire customer journey and achieve better customer retention rates. Through this model, JD Sports can shape customer journey as per changing market trends. This model is entirely divided into five different stages which are described below:

Communication: This stage is all about using right channels to interact with potential customers. For instance, JD Sports mainly use official websites, mobile apps and social media platforms to increase customer engagement (Yeon and Koronis, 2010). The company has mainly created its own Instagram page to share exciting posts with customers regarding innovative product offerings and discounted vouchers. Apart from this, JD Sports mainly take advantage of different self service tools to interact with customers.

At this stage, Organization tries to provide large information to customers regarding new products and services. For instance, JD Sports offer 20% discounts to customers on product clicks. The company also takes conducts display campaigns across Facebook, Instagram and Google to connect with customers (Roy et al., 2017). JD Sports has introduced new customer feedback technology to gain competitive advantage. Through this technology, The company was able to understand customer sentiments regarding product packaging and achieve better ROI.

Responsiveness: It is often regarded as maturity stage to gain crucial insights about customer experience. JD Sports has already developed an extraordinary multichannel proposition for customers. During COVID 19 pandemic, The company has mainly introduced new mobile app named JD Sports app to increase customer engagement. In recent months, The company has decided to expand its business operations across different countries including Stratford and East London to deliver better convenience to customers. The company

has also started its own JD Style Blog to offer personalized recommendation to customers (Sneader and Sternfels, 2020). Further, JD Sports also provides proper training to staff members regarding handling customer complaints and managing financial transactions on regular basis. During this pandemic, The company has introduced live chat option to interact with customers regarding online delivery payments and product packaging.



Source: (Cambra et al., 2021)

Commitment: This stage is all about resolving customer issues. During COVID 19, JD Sports mainly focus upon new digital devices such as kiosks, Ipad and web tills to resolve customer queries regarding delivery options. In recent months, The company has also introduced new anti theft technology to protect customer data from unauthorized parties. The company has also introduced digital light boxes to create incredible brand experience for customers (Cambra et al., 2021). In 2017, JD Sports has also introduced new window displays to deliver better information to customers. The company has also optimized their warehouse procedures to deliver better clothing collections to customers.

Proactive: During this pandemic, JD Sports has mainly introduced eye catching signage system to ensure customer safety (Naeem, 2020). The company has mainly developed new digital LED screen from Messenger System to upgrade customer experience. The fashion retailers has also adopted conventional window displays to deliver 24/7 services to customers. The company mainly use Twitter to resolve customer queries regarding online delivery slots and payment methods.

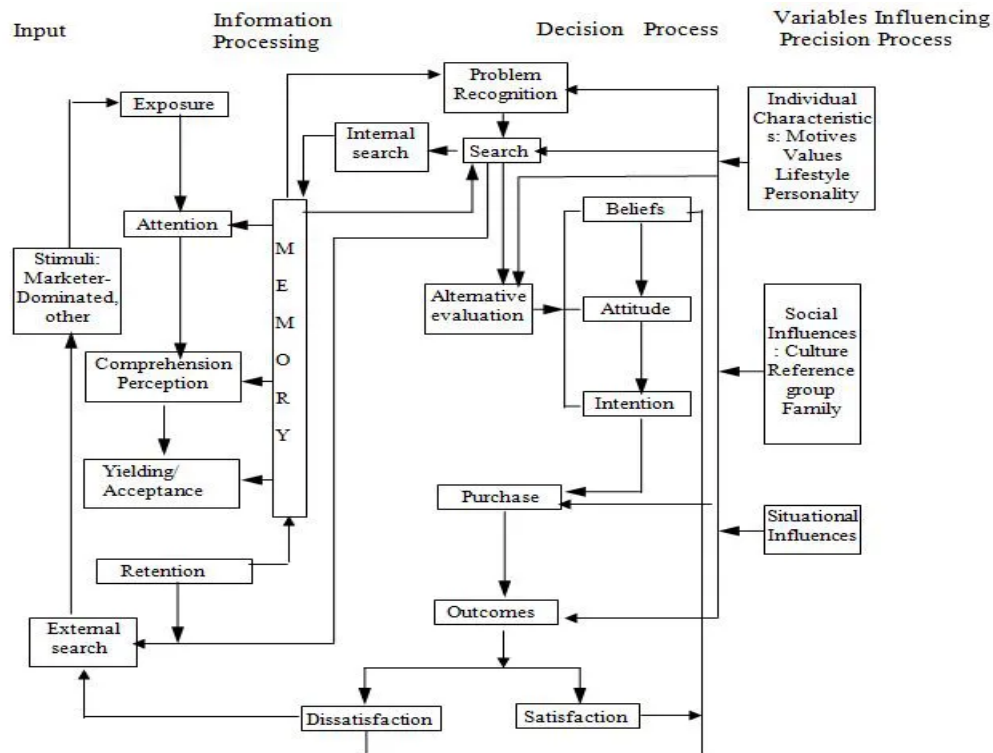
Evolution: This stage is all about creating differentiated and powerful brand experience for customers. For instance, JD Sports has mainly established its own technological development centre to boost sales collections and gain customer satisfaction. A powerful brand experience mainly helps customers to stay connected with others for long time period. In April 2021, JD Sports has established strong partnership with trainer reselling platform to deliver high quality services to customers. The company has mainly acquired several sportswear brands to develop innovative products for customers (Fashion Network, 2021). The company also provides exciting promotional codes at their checkout systems to attract large customers. During this pandemic, JD sports has initiated Contactless Delivery to offer better convenience to customers. The company has also established new payment platform named Tru Rating to offer better transactions to customers. The company has also established interactive mirrors to maintain better coordination with customers.

Engal Kollat and Blackwell Model

This model is quite useful for understanding customer buying behaviour. This model mainly helps businesses to create transformational and exciting brand journey for customers. This model mainly demonstrates that customers are deeply affected by personality, culture, lifestyle and values (Anderson et al., 2020). During this pandemic, JD Sports can use this model to create strong brand awareness among customers. This model mainly helps JD Sports to become more conscious regarding changing customer expectations. In this way, Firms can introduce new after sale services for customers. This model is mainly divided into different stages which are described below:

Awareness: At this stage, Customers are mainly attracted towards new business advertisements. They mainly tried to collect large information about products from different marketing source. During awareness stage, JD Sports can take advantage of Search Engine Optimization to upgrade customer experience (Nash, 2019). The company can launch its new subscription services to spread huge brand awareness among customers.

Information Processing: At this stage, Customers tried to determine that whether the above product can fulfil their needs or not. This stage is mainly concerned with product acceptance, interpreting the information and wider brand exposure (Nah and Siau, 2020). At this stage, JD Sports may focus upon new personalized digital campaigns to attract large customers. The company may introduce its new touchless technology to attain higher brand recognition.



Source: (Nash, 2019)

Evaluation: At this stage, Customers may try to compare new products with different alternatives. They will conduct extensive research upon competitors to choose products. At this stage, JD Sports can attain customer loyalty by analyzing competitor product packaging and promotional tactics (Roy et al., 2017). The customers often look for best alternative that fulfils their expectations.

Purchasing Decision: At this stage, Customers finally selects best product. Further, JD Sports may tried to conduct new promotional campaigns to grab customer attention (Arcand et al., 2017). The company may start after sale support services to show genuine care towards customers. For instance, JD Sports can take advantage of AI Algorithms to create better online shopping experience for customers.

From above analysis, It is stated that above service models are quite useful for customer engagement. These models may help JD Sports to create powerful brand experience for customers. These service models mainly contribute towards strong relationship between customers and organizations. Through such models, JD Sports can start its new online subscription or 1 week trial scheme for customers. These models mainly help businesses to gain crucial insights about changing customer expectations.

Benefits and Challenges of maintaining good customer relationships

In today's complex scenario, managing customer relationship is quite essential for long term growth of business. Over the past few years, JD Sports has already positioned itself as popular

e-commerce player among customers (Patten et al., 2020). Strong customer relationships mainly contribute towards better sales collections and maintain consistency. JD Sports has already established new feedback technology in 360 stores to maintain long term relationship with customers. It may help JD Sports to make more rational decisions regarding customer ratings and monitor in store experience on regular basis.

Creating Meaningful Campaigns: Strong Customer Relationships mainly helps JD sports to conduct more meaningful campaigns for customers. For instance, JD Sports has adopted efficient CRM systems and data analytics to create personalized campaigns for target audience. These promotional campaigns may help JD Sports to generate huge leads and improve website traffic (Almeida et al., 2020). For instance, JD Sport often launch new social media campaigns to interact with customers regarding new marketing trends and social distancing guidelines. Thus, Strong Customer Relationship mainly help JD Sports to conduct interactive live Q & A session for customers.

Positive Word of Mouth: During this pandemic, JD Sports has mainly invested sufficient money upon digital platforms to collect positive feedback from customers. Strong Customer Relationships mainly helps JD Sports to create positive change in business operations. In this way, JD Sports can utilize customer feedback to analyze improvement areas. It mainly helps businesses to create more personalized posts for customers(Patten et al., 2020). Thus, Strong Customer Relationships mainly contributes towards highest brand loyalty and creates sustainable competitive advantage. Through positive word mouth, JD Sports can identify potential issues related to potential websites.

Strong Financial Position: Strong customer relationships often contribute towards better cash flow and improve investment return. Due to its strong relationships, JD Sports was able to increase their online sales around 539.80 million (BBC, 2021). It mainly helps JD Sports to expand their business operations in new geographical markets such as USA, Europe and other Asian Countries. Thus, Strong customer relationships may help JD Sports to maintain absolute control over financial transactions.

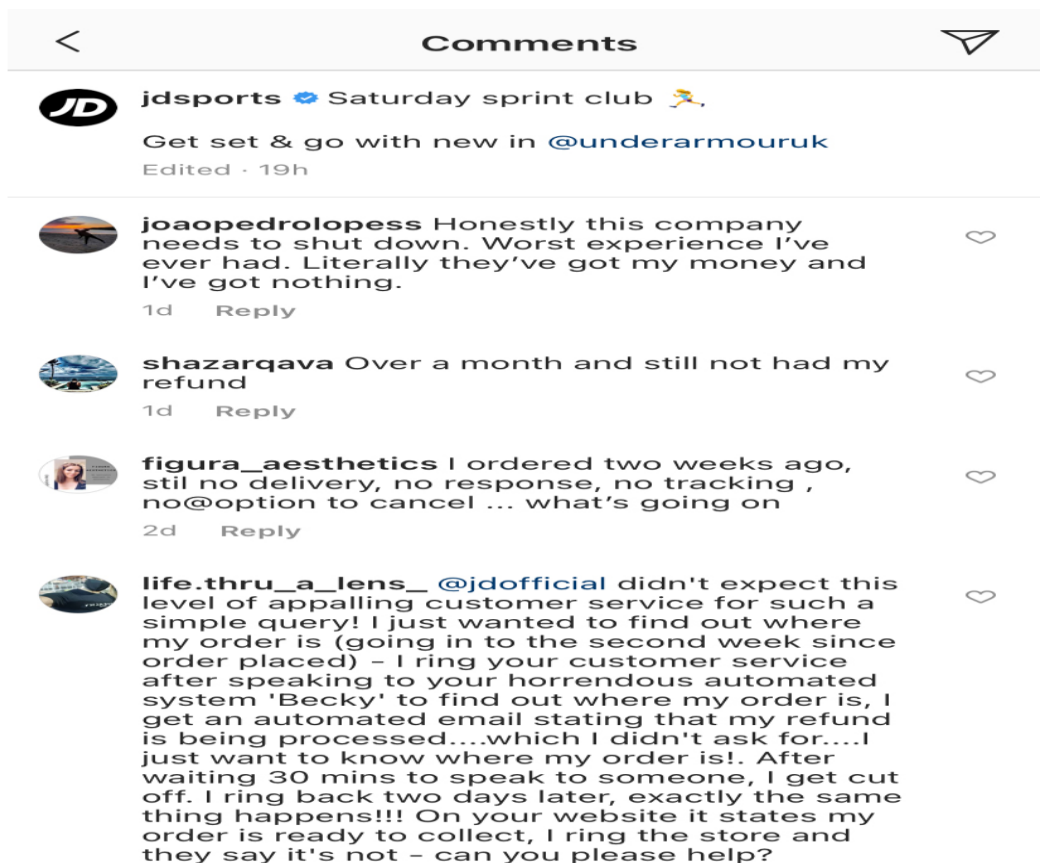
Create Competitive Advantage: Strong customer relationship mainly helps JD Sports to create unique selling proposition for customers. It may help businesses to come up with unique loyalty programs for customers. For instance, JD Sports has mainly implemented efficient CRM software to make consistent improvements in their distribution networks, product offerings and customer service (Anderson et al., 2020). Thus, Positive Customer Relationships mainly helps JD Sports to become more sustainable and ethical leader in global marketplace.

Challenges at Managing Customer Relationships

The current COVID 19 pandemic has contributed towards lower customer confidence. Thus, Customers are spending less money upon non essential items. During COVID 19, JD Sports has faced several customer complaints related to order delays and refund issues. These allegations may cause potential damage to business reputation. In such conditions, JD Sports is unable to retain customer loyalty (Sneader and Sternfels, 2020). During this pandemic, JD Sports has mainly faced several challenges while managing customer relationship. Some of them are mentioned below:

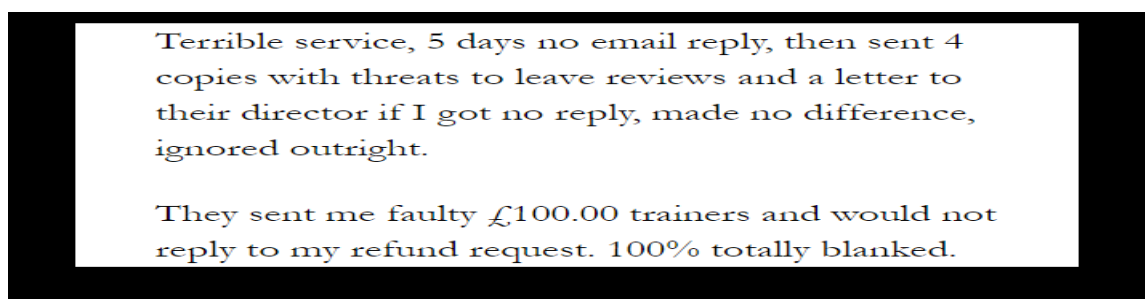
Issues within Mobile Apps: During this pandemic, Many customers have filed complaint against JD Sports app. The customers were unable to download company app due to technical issues. In such conditions, The company was unable to offer proper solutions to customers. This has mainly contributed towards annoying and uncomfortable experience for target audience (Anderson et al., 2020). During this pandemic, JD Sports has also faced several challenges at managing online orders. Some customers have stated that official website is not working properly. In such conditions, The company is constantly receiving negative feedback from potential customers.

Order Delays: During this pandemic, JD Sports has received several complaints related to order delays. The company is unable to fulfil customer order due to supply chain issues. With sudden government restrictions, JD Sports often find difficult to deliver appropriate refunds to customers. As a result, Customers have posted their negative comments on corporate official Instagram Page named it "Worst Experience Ever". Thus, The company is constantly struggling to upgrade their operational Infrastructure (Almeida et al., 2020). As per the given Instagram comments, The customers has not received their order since two weeks. Others have also suggested that they have not received appropriate refunds. Thus, Order Delays often lead to loss of interest and dissatisfaction among staff members.



Source: (BBC, 2021)

Faulty Products: Faulty equipments often lead to major aggression and dissatisfaction among customers. In 2014, Some customers has filed legal complaint against JD Sports for violating Consumer Rights Act. The customers have stated that JD Sports often offer low quality T-Shirts (BBC, 2021). The customers have also protested against JD Sports over their poor inspections. As per the social media comments, Customers are not completely satisfied with JD Sports Trainers due to its poor product inspections. In such conditions, JD Sports are most vulnerable of losing potential customers. Thus, Faulty equipments has negative impact upon customer buying behaviour.



Source: (BBC, 2021)

Recommendations on enhancing customer experience during COVID 19

At first, JD Sports should make immense efforts to create digital in store experience for customers. They need to create 24/7 digital portals to upgrade customer experience. The company must focus upon new digital technologies to revamp entire customer experience. JD Sports must extend their free trial schemes and introduce new app based classes to upgrade customer experience (Sneader and Sternfels, 2020). They must prioritize strong feedback loop to interact with potential customers. On the other side, JD Sports must focus upon digital in store layouts to upgrade customer experience. Thus, JD Sports must consider following strategies to create personalized experience for customers during COVID 19. Some of them are described below:

Create Digital In store Experience: During this pandemic, Customers have mainly shifted towards conducive frictionless solutions for better convenience. Thus, JD Sports must introduce new contactless shopping solutions to upgrade customer experience. For instance, The fashion retailer can take advantage of different queue management techniques and one-path shopping design to attain customer loyalty. Apart from this, JD Sports can also introduce new drive through checkouts and Scan & Go service to deliver better shopping experience for customers (Anderson et al., 2020). For instance, The Company can start its own subscription plan to promote new digital fitness campaigns among customers. This may help customers to stay connected with brand for long time period.

Create Strong Feedback Loop: Nowadays, Customer Feedback is quite essential for gaining competitive advantage. Thus, JD Sports must use connect customer feedback with CRM systems to enhance customer experience (Naeem, 2020). The company must hire a special professional team to identify latest consumer trends and track social media comments on regular basis. This may help JD Sports to optimize their product offerings and identify improvement areas. The company can utilize customer feedback to introduce new hygienic and safety protocols for customers.

Conduct Virtual Events: During COVID 19 pandemic, JD Sports must organize new virtual events to gain customer satisfaction. The company can conduct weekly virtual meetings to engage with customers regarding new sports accessories, social distancing and health guidelines. Through these virtual events, JD Sports may able to deliver highly emotional content for customers (Nah and Siau, 2020). On the other side, JD Sports can conduct virtual program to encourage customers to share their photos with latest sports accessories. This may help JD Sports to convey right message among customers.

AI Home Workout Session: During this pandemic, JD Sports can start its AI home subscription workouts to enhance customer experience. For instance, JD Sports can take advantage of Peloton Exercise bike to promote healthy lifestyle among customers. In this way, Customers are more attracted towards company's products and services. Apart from this, JD Sports can introduce new cash free service to attain customer loyalty. In this way, The company can spread huge awareness among customers regarding personalized workouts. On the other side, JD Sports can use AI algorithms to introduce innovative fitness and home workout solutions to customers (BBC, 2021). This may help JD Sports to position itself as energetic and fitness brand among customers.

New Virtual Loyalty Scheme: In such challenging times, JD Sports can introduce new loyalty scheme for customers. The company can take advantage of video tutorials, personalized emails and social media pages to reward potential customers. Under such online loyalty program, The company can encourage their customers to upload image with branded products and writing online tutorials (Diebner et al., 2020). In this way, JD Sports can serve itself as true brand advocates among customers. These loyalty programs to build huge momentum and brand awareness among customers. Through such schemes, The company can convince customers to purchase new products and services.

From above analysis, JD Sports must consider following strategies to achieve success in POST COVID world. These strategies mainly help JD Sports to become a major brand differentiator among customers. On the other side, Loyalty Programs often creates mutual trust and sense of belongingness among customers (Nah and Siau, 2020). Apart from this, JD Sports must collaborate with different e-commerce players such as Amazon, ASDA and Marks & Spencer to introduce new loyalty schemes and gift vouchers for customers. In this way, JD Sports can display true generosity and empathy towards customer. These strategies often boost customer retention and create lifetime value.

Conclusion

The report has concluded that quality systems mainly drive huge loyalty and commitment among customers. The findings indicate that quality systems are deeply affected by certain factors such as organizational culture, safety measures and strong teamwork. The report has illustrated certain strategies applied by JD Sports to gain customer appreciation. It also demonstrates potential benefits of strong customer relationships such as better financial position, positive feedback and creates competitive advantages. However, Poor customer relationships have negative impact upon business operations. The report has summarized potential strategies to enhance customer experience in post COVID situation. Some of them are digital in-store experience, conduct virtual workout session and loyalty scheme.

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