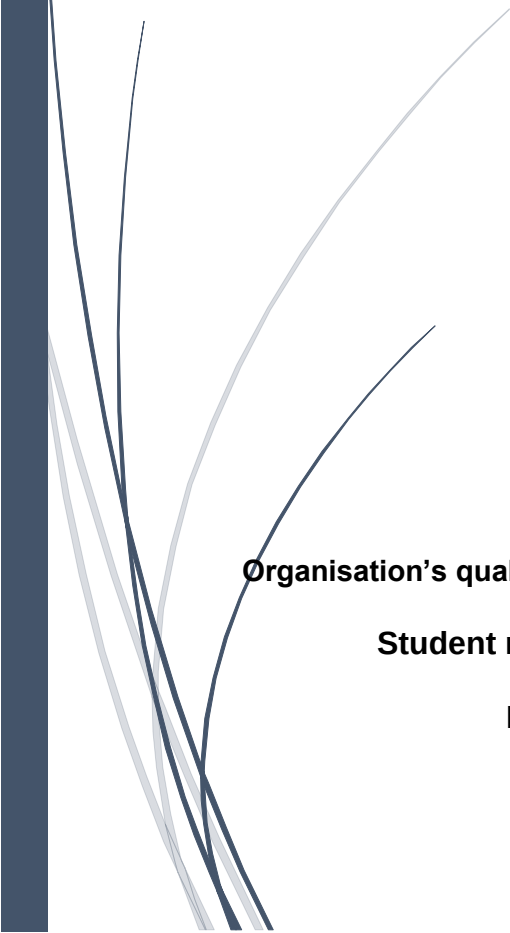




**Programme: BA (Hons) Leadership and Management Skills for
the Workplace**

**Module: Understanding and Engaging in the Customer Expe-
rience**

Module Code: (BMSW 5103)



Organisation's quality systems and customer relationship management

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The reason for writing this report is to understand how beneficial it is for an organization to maintain a good relationship with its customers and to understand the type of experience that customers can have in a company. The company that we are going to use to write this report is going to be pret a manger because it is a multinational company that everyone knows and where it can be clearly seen what kinds of factors are currently negatively affecting it and what can be done to deal with these types of situations so that the relationships that the company has with its customers are not affected.

Several CRM models will be critically evaluated where the advantages and disadvantages of each particular model will be explained. Some of the models that will be analyzed and applied in the organization will be relational marketing services or the five dimensions of service quality, critically justifying the reason why we are going to choose these particular models to apply them in the pret a manger company to solve the external problem that affects our organization and evaluate the benefits and challenges of applying this type of model and not other different ones.

Finally, we will make a series of recommendations showing how and why they can help the company of pret a manger, these recommendations have been discovered after applying the different models of crm to solve the problem of pret a manger.