

Module Assignment Submission

Teamwork and communication

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Statement of Confirmation of Authenticity

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Introduction

This assignment is all about the definitions of customer experiences and engaging in the situation to secure a reliable business. I have used diagrams and searched references that I have studied to help understand. I have explained who my customers are, I have explained my beliefs in customer values and value to customers. I have looked at factors in and around customer relationships, loyalty, performance and reputations. I have had a go at explaining how data comes in and out of the business. The focus of this assignment is to allow a stable business with a good reputation and future stability. You will read of the factors that maximize customer values and learn the meanings of retention and segmentation. All of this is based on my place of work, and I have used examples based on this.

Who is my customer?

I work in a care home with elderly and vulnerable clients. These people are my customers day in day out as it is their home and the care they need is what we provide, so what they need or want is my focus daily, but it is also my priority, occasionally because it is the family that pay for the care needs, they have a say over the clients' requests. This can be confusing as to who the customer really is then. Is my customer my client or the person paying?

I personally do not like to go against my clients' wishes and disagree with this myself, this has in the past caused upset. The client's requirements and feelings mean more to me, especially if they are mentally and physically capable of answering for themselves.

I believe the person paying to be my client, as they get final decision, although many would probably disagree.

Customer value

Customer value is the satisfaction of a customer's experience within the service, or what is expected of the experience, a given action compared to the cost of that action.

Understanding what the customer wants. Customer value is earned through loyalty, satisfaction of purchase, price comparison and trust.

For example, in our care home we have a laundry service that collect dirty bedding and towels from us twice a week, without fail they turn up as expected, they provide excellent service and bring the laundry back all packaged folded and in sets ready to just be put into a room. Our bedding is labeled to specific rooms, so the company label the packaging saving us a huge amount of time sorting. They go beyond so I value their service and have a great customer experience.

Customer engagement value

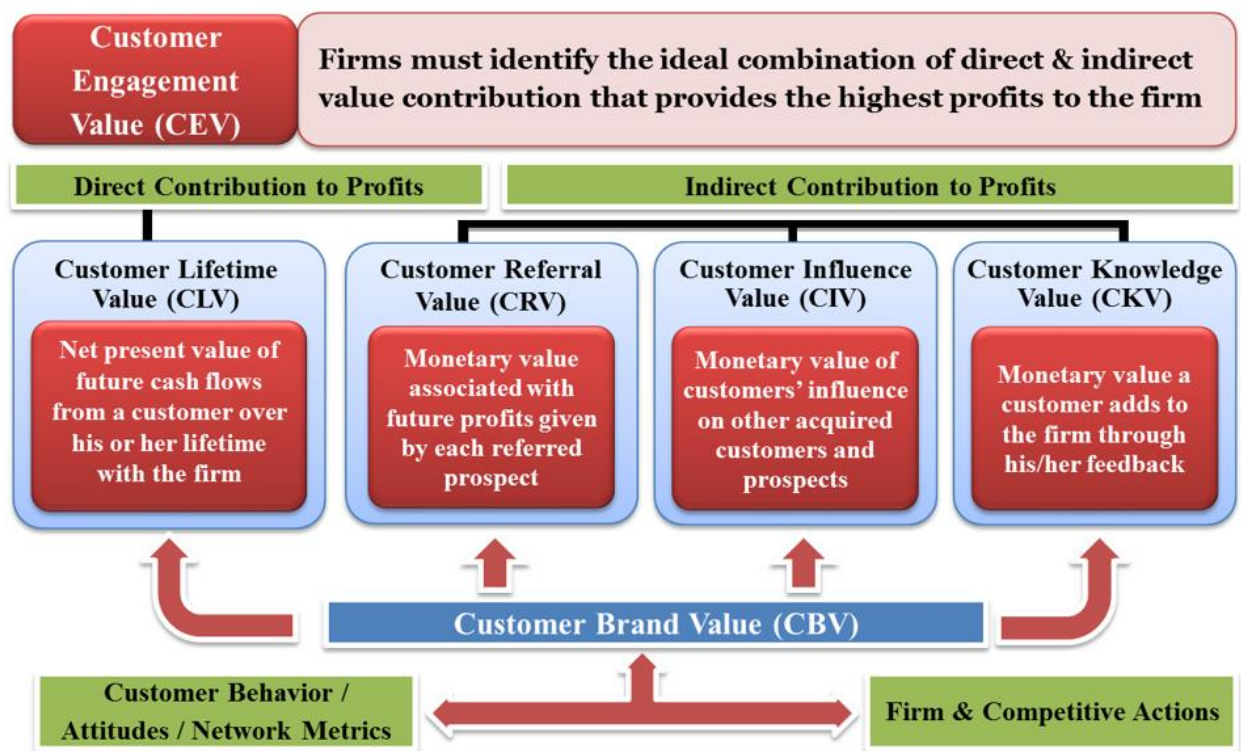
Customer engagement requirements are products, reasonable by price, place within distance, and promotion, these are all elements of marketing a service. Customer engagement will structure our brand for long-term success and improve our returns on investments. Applying proven tools and best practices for our company can strategize and implement a customer engagement Improves customer relationship

- Boosts loyalty
- customer retention
- Uncovers up-sell opportunities
- Streamlines purchase cycles
- Increases users

- Helps seek Which customers to invest in
- Find new customers and target markets
- Find customers to lose (do not want/need)
- Which products and services to promote
- Vary prices to create increased value
- Where to cut costs/investments that do not generate growth

Below I have copied a diagram from Kumar,2020

The diagram shows all the values process through to Customer engagement value. This is what we gain through customer values. I believe this to be useful information. This shows the stages of how to gain and keep potential customers to improve our business and further our reputation as well as keep loyal customers.



Loyalty vs satisfaction

For me loyalty is about keeping a customer for as long as possible, and satisfaction is knowing how a customer feels or thinks about my services. Customer loyalty is always

earned not bought. I wouldn't like a customer to feel hostage, I would be more satisfied knowing they went out of their way just for my services.

I know I have loyal customers when they have lived with us for so long and actually feel at home, I feel loyalty when it is the end of the day the clients are ready for bed with a smile on their face, and they talk about the future, but my company is in their future talk. For example, we have one lady that loves to visit the beach and she's already talking about when we go next summer. I know she is satisfied with her care and company at present.

But we have a gentleman that is loyal but unsatisfied, for example he pays his way, and all care is provided but he is lovely to staff but he's with us temporarily until his wife returns home from hospital and then will be reunited with her. He cannot wait for this day.

Loyal customers will spend a lot of time with your company over their lifetime period. They will recommend you close family as well as friends. They will stick with you because they want to, not because they must.

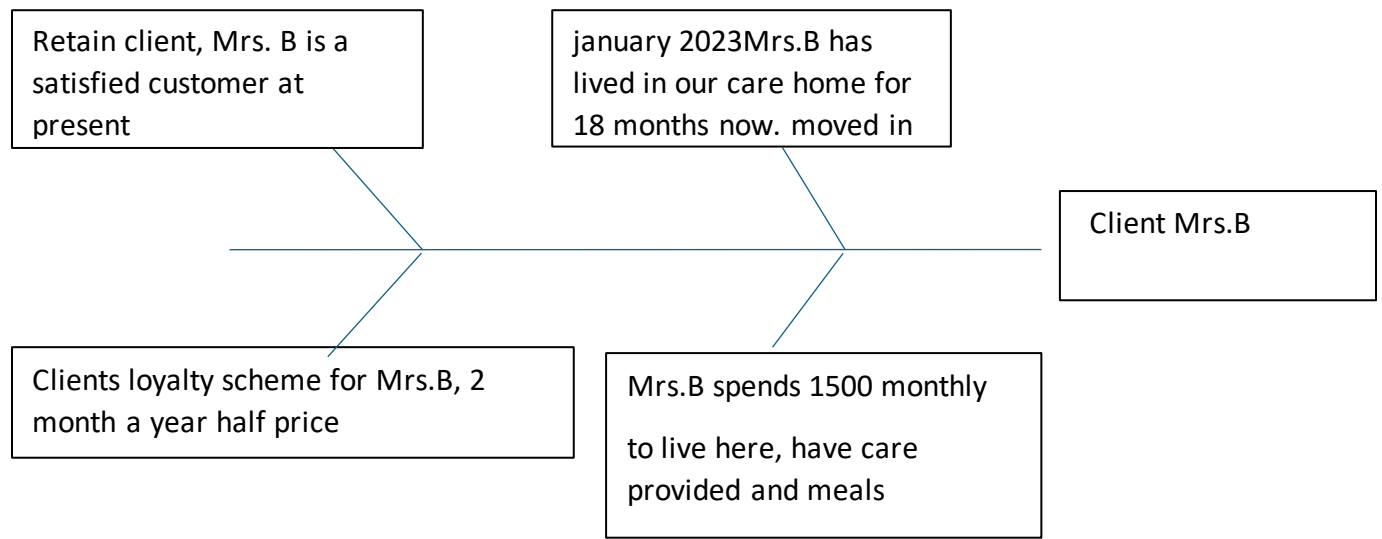
To have a few unhappy customers from time to time is normal and all experiences, a recurring trend of dissatisfaction customers can lead to lost business and diminished revenue, this is where we need to be careful of reputation. One of the best ways to drop a bad customer reputation is focusing on the customer experience and working on it.

How data comes in

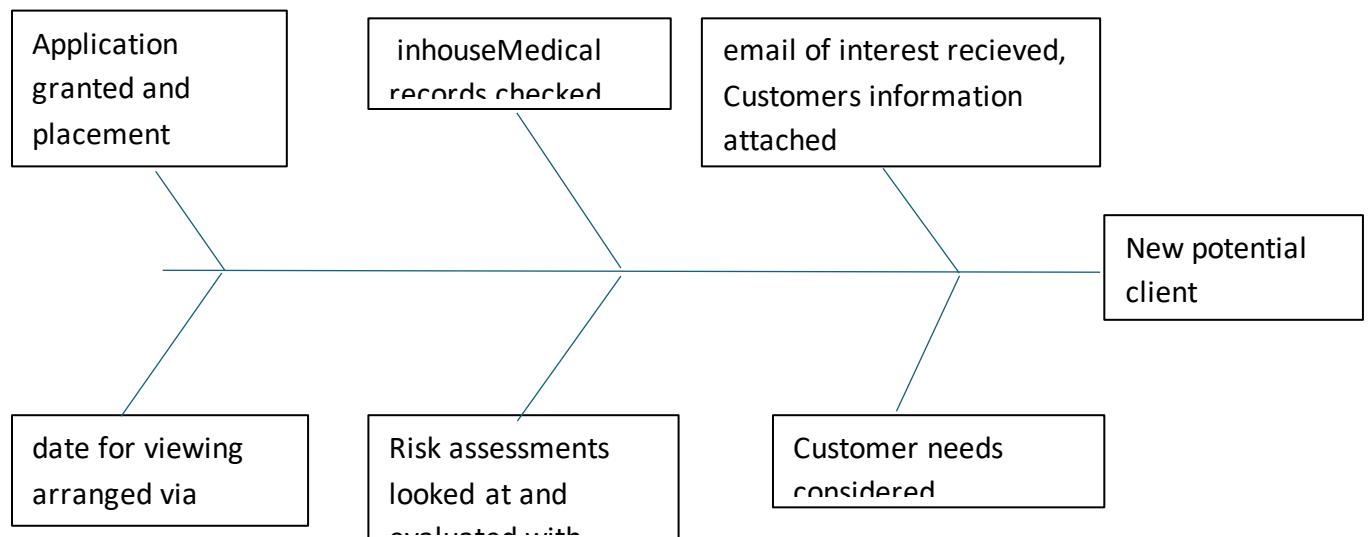
Below, I used a diagram known as Ishikawa to explain the data coming in and used for a resident at our care home. Ishikawa is a diagram showing the event's causes and is often used in product development, outlining the different steps in a process.

Kaoru Ishikawa is a Japanese quality control expert; he is credited with inventing the fishbone diagram to help employees avoid solutions that merely address the symptoms of a much larger problem.

Example 1



Example 2



I read that Data is also known to some as (CRM) Customer relations management. A CRM tool creates a simple user interface for a collection of data that helps businesses recognize and communicate with customers in a scalable way. Some CRMs offer the ability to track deal stages and reasons for closed-lost and closed-won deals. I learned this through looking at Kulpa, 2017. Jason Kulpa explains that due to CRM's diversity, it doesn't only help larger businesses, using and keeping a CRM tool is the basis for a scalable sales and marketing system.

Retention and Segmentation definitions

Retention refers to keeping a customer in a company or buying their products and their ability to keep customers over time. If a company or the product has high customer retention, it can mean customers return to purchase or continue with product/service as well as pass on the reputation to others.

Customer **segmentation** is getting the right customers, it is also the process of separating a consumer or business market into groups of current and potential customers known as segments. The purpose is to find profitable and growing segments that a company can target with distinct marketing strategies. For example, in care work Segmentation is grouping the local population by what kind of care they need as well as how often they might need it. Segmentation divides a patient population into distinct groups each with specific needs, characteristics, or behaviors to allow care delivery and policies tailored for each group.

Factors that can maximize my customer value

Providing customers with the specific products or services they are looking for, at competitive prices with a terrific service, is the best way to ensure that a customer is still with a company for the long term and continues to buy from it. Customers that feel you go beyond will continue to come back. When customers evaluate a product or service, they weigh the perceived value against the asking price.

I read that the amount and nature of value in a particular product or service always lies in the eye of the beholder, Customer value comes in many forms, such as, life changing, emotional and functional. This came from Almquist, senior and block, 2016. I really liked the pyramid of values used in this article and found it a useful tool that I would like to use going forward in business.

In our care home our customer values are dignity, choice, privacy, compassion and independence. These values are important as they are principles that guide workers to understand right from wrong and are about what is important when caring for and supporting individuals.

Loyalty and loyalty satisfaction

A patient or client loyalty program is aimed to increase patient retention by providing your existing patients with rewards to make them feel valuable (for example, discounts and unique offers), it can also help you attract new patients into your workplace.

That said, having a patient loyalty program in place doesn't simply mean you're offering your services at a discounted price. Having a loyalty scheme can:

- Improve retention
- Increase customer satisfaction
- Encourage future referrals
- Supports business growth
- Builds a good company reputation

These benefits offered then increase the chance of customers passing your information forward to probable future clients, such as with business cards details etc. This is then known as customer referral. At my workplace we reward our clients with VIP discounts at the local pharmacy or gift shop vouchers for Tesco/Asda, as well as Free health screenings.

Reputation schemes

A good reputation at work is the first step toward a successful career. It changes your business relationships, builds trust, and boosts integrity. A good reputation can open doors, and a bad one can shut them. Your reputation is the belief that others have of you. Your reputation can be managed online by users that have received your service, good or bad.

Customer engagement value (Kumar)

Consumer engagement is important for several reasons, as it helps to carry out the following, Increase a company's overall revenue. Develop business as well as sales growth and grow relationships with consumers. Enhance customer loyalty to your brand or company.

Customer engagement is becoming more than just strategy for business or marketing. It empowers the consumer to be engaged throughout their first interaction and purchase journey. This engagement journey can help a brand to set up and grow due to the continuous support from consumers. This study's general aim was to figure out the relationship between customer engagement strategies (CES) and brand loyalty. CES found five antecedents (brand reputation, social media, word-of-mouth, customer experience,

and merchandising) for the self-developed questionnaire where 135 social media participants could partake in this study.

Customer lifetime value (focuses on money)

Customer lifetime value (CLV) is a business metric used to decide the amount of money customers will spend on your products or service over time or throughout the customer's entire relationship with the company. It considers the customer's first purchase, repeating purchases during this time.

For my workplace Customer lifetime values would be things such as:

- The total impact a resident has throughout their stay in a care provided living community, both financially and communally.
- CLV varies across several types of Care living communities, such as independent living, assisted living, memory care and Nursing.
- Strategies to increase CLV include personalizing the residents' experience, using technology to enhance interactions, and gathering feedback to refine the community's offerings.
- CLV should be the guiding light for Care living providers, focusing on building lasting relationships and delivering excellence.
- Affiliation/Belonging
- Provides hope

Customer influence value

Knowing what your customer wants and talking them into new products or services also. Customers are also able to influence others by recommending the business to friends or by warning them against using the business.

Factors that may influence residents in the care industry could include

- The sense of feeling at home
- psychological factors such as, sense of acknowledgement, preservation of one's habits and values, control, and coping
- social factors meaning interaction and relationship with staff, residents, family and friends.

Customer feedback value

Customer feedback value helps us improve customer retention. Feedback lets you know what your customers may think as well as helps to detect which areas need improvement. Good or bad feedback is always important for the business. In care our residents are asked to give feedback regularly if able. This helps the company to not only know how the resident feels but also lets management know how professional staff treat their role.

TQM in care

Total quality management (TQM) is an approach to customer or patient satisfaction. TQM improves concerning patient comfort communication and overall experience. Enhanced satisfaction shows resident centric care aligned with needs and expectations.

Customer requirements

As a care manager I expect to ensure that the care home's buildings and equipment are suitable and safe, and you must be treated with dignity and respect. The care home's staff must act with reasonable care and skill and provide the service they said they would. This act of kindness is my customers' requirements.

Need vs Want

A need is necessary, it is needed to survive. A want is something that we as individuals wish but would be able to live without.

In simple terms, a 'want' refers to a desire or preference that is not necessarily vital for survival or basic functioning. On the other hand, a 'need' stands for something that is essential, necessary, or fundamental to fulfilling basic requirements and goals.

A want is a need after it has been influenced by culture, society and an individual's personality. There are two kinds of wants, a 'tangible' wants and a 'psychological' wants.

How do I form the right team?

Including the right people on a Quality Improvement team is critical to successful improvement. To ensure remarkable success and sustainability of work, it is vital I form the right team. The team should include everyone who has an interest in my project.

It should be multi-disciplinary,

include someone with enough seniority to make key decisions alongside mine,

have permanent staff members to ensure sustainability,

and people with specialist knowledge and frontline staff who will champion my work. I will be sure to consider all care home staff and carers.

- The Plan is to:
 - Create the best team of staff
 - Predictions-debates
 - (who what where, when how?)
 - Plan data collection.
- DO:
 - Carry out the plan
 - Document the problems and unexpected observations
 - Begin analysis of the data
- STUDY:
 - Complete the analysis of the data
 - Compare data to predictions
 - Summarize what was learned
- ACT:
 - Make changes if needed
 - Next cycle? Check outcome and discuss with team, plan going forward if needed

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