



Marketing Management- Assessment 1

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Table of Contents

Introduction	3
Definition of Touchpoints and its Significance	3
Identification of the Touchpoints of Dyson.....	5
Importance of end-to-end customer experience	6
Significance of Innovative marketing strategies by Dyson for improving brand awareness.....	7
Suggested marketing strategies for Dyson	9
How Dyson manages and evaluates customer journeys across its different communication channels	11
Conclusion	12
References	14

Introduction

Modern businesses have realised that businesses cannot rely on products alone for profit creation and this realisation has been further strengthened by the fact that meeting customer satisfaction must be the most important priority of the business. Customer satisfaction allows a business to improve its revenue income and to develop a loyal and dedicated customer base which positively enhances the brand's image (Rather and Sharma, 2017). Companies have been using touchpoints through various channels where the customer and the brands interact with each other. This interaction helps the company to facilitate sales and to understand the demands of the consumer. This assignment aims to study the impact of touchpoints and study how they are concerned with improving the customer's end-to-end journey with the brand. For this purpose, the company Dyson has been chosen. Dyson is a UK-based company which operates in the household appliances technology-based market. The company was founded by James Dyson in 1978 and has become a global brand in recent times. In 2021 alone, the company reported a revenue of 5.7 million GBP in the UK which was a significant increase compared to the revenue of the previous year (Statista, 2022). The company is mainly known for its innovative products and is famous for having invented the bagless vacuum cleaner technology. This assignment mainly aims to suggest proper and innovative marketing strategies to the brand Dyson for improving customer experience and for increasing their sales through proper channels of communication.

Definition of Touchpoints and its Significance

Touchpoint pertains to that stage or point wherein a customer interacts with the business's brand. These interactions can take place before or after any purchase or during the course of the purchase also. The nature of interaction during touchpoints determines the customer's purchasing pattern and decision. Touchpoints provide opportunities for the sales team of a company to enhance customer satisfaction and augment the sales value (Ieva *et al.*, 2018). Touchpoints offer a multitude of benefits which influence the performance of a business. They largely determine if the customers are going to make further purchases. The seamless sale process at any store or through the website motivates the customer to purchase products in future and spread positive

word of mouth. Post the sale process, touchpoints also provide insights into the preferences and demands of customers which allows the management to make modifications for strengthening customer satisfaction. If customers experience hassle-free and smooth purchasing at any retail store of the brand or during online purchases, the perception of the business's brand significantly improves (Stein *et al.*, 2016).

Touchpoints can be classified into three major types based on the time of purchase. The touchpoints before a customer's purchase aim to build a connection with the customers and encourage them to purchase products from the company. The marketing and sales teams are mainly involved in creating these touchpoints which can be print media advertisements or online advertisements, various marketing campaigns, blogs, videos displaying the use of the products, infographics, product launch programmes, product landing pages, advertisements run in television and social media platforms and customer testimonials and reviews in the website. The touchpoints during any purchase circumscribe the sales operations and customer service. The customers decide the quality and specific features of the product or service during these touchpoints. They are generally the brick and mortar stores, product catalogues, sales representatives, the company's official website, product pages, product packaging and the various point of sales. Touchpoints post purchase of the product is extremely crucial because it helps the marketing team to obtain useful insights about customer experience and feedback (De Keyser *et al.*, 2020). These insights are utilised by the company to make improvements for the sake of satisfactory customer journey. These touchpoints are generally confirmation emails from customers post purchase, feedback survey forms, gratitude emails, subscriptions and renewals, loyalty programmes of customers, the representatives of customer service, the billing documents and online or physical help centres. Companies need to identify their target customers so that they can decide which touchpoint needs to be given attention. For instance, clothing and shoe companies generally target the young generation whose age is between 15 and 30 and thus these companies select social media platforms as the main touchpoints for connecting with the customers. Companies also have to oversee the present touchpoints for recognising the ones where the engagement of the customers is satisfactory and make upgradations so that the future interactions of the customers are more effective (Baxendale *et al.*, 2015).

Identification of the Touchpoints of Dyson

Dyson is a company which has greatly emphasised on innovation and thus it has endured the operations involving establishing 5,000 prototypes to successfully arrive at the unconventional vacuum cleaner without any bag (Ramesh, 2021). Nikhil Rastogi, the marketing director and e-commerce business head of Dyson opines that the company always focused on reaching out to the *right audience* than reaching out to a large audience. The company utilises a perfect marketing approach for targeting potential customers. Hence Dyson realised that in order to connect with the right audience the company has to enhance their digital touchpoints. Rastogi states that they target the audience of a certain profile with a certain affordability level and the right mindset through the digital medium. Hence Dyson not only sells their products through their own website but also has established partnerships with Flipkart, Amazon, Myntra and similar online platforms to strengthen their digital touchpoints. Rastogi further states that each product line of Dyson is primarily aimed at providing service to a particular segment of customers. For example, young mothers of infants and children prefer to buy air purifiers. Dyson's Corrale wireless hair straightener is being designed for women who are interested to make a presentable impression. Affluent families have been found to be interested in purchasing Dyson's vacuum cleaners. Dyson has also strengthened its retail store touchpoints by entering into partnerships with Croma and Reliance Digital. During the Covid pandemic situation, when people were reluctant to visit brick and mortar stores for understanding the functioning of vacuum cleaners, Dyson launched online tutorial videos demonstrating the functioning of their vacuum cleaners which the customers could watch at their convenient time and thus the sales figures got boosted.

The company has also planned to enhance their touchpoints by establishing additional demo stores and demo zones in the malls. Recently Dyson is ambitious in expanding its business in India where it initiated its operations in the year 2018 (Ramesh, 2021). Rastogi says that the company is well aware of the discerning quality of Indian customers and thus it has accordingly strengthened its presence in the premium and popular malls throughout the country. It has also built partnerships with Reliance Digital and Croma to enhance its touchpoints. The main focus of the company is to make more touchpoints available to its customers through which they can

effortlessly interact with the innovative technologies and products. Dyson makes significant investments to solidify the social media platforms like Facebook and Instagram. The company runs digital advertisements across the significant digital channels and also entered into partnerships with Flipkart and Amazon to engage with their target audience (Ramesh, 2021). For reinforcement of its retail touchpoint, Dyson India establishes its 20th Demo Store in Noida where the customers would attain a better understanding of the company's crucial technologies (theweek.in, 2022). There are special demonstration zones and interactive displays which showcase the exclusive designs under action. The effectiveness quality of Dyson's products is also demonstrated by using different floor types and different debris like confetti, feathers and cereals. Demo programmes are also available for the hair styling products. Dyson is excited to increase its touchpoints across India by increasing its stores to 20 and globally the company has 300 Demo stores.

Importance of end-to-end customer experience

Businesses have shifted their focus towards the customer and big brands aim to fulfil the needs of the customer by incorporating proper methods which tend to improve customer experience. End-to-end customer experience refers to the sum of all interactions which is observed between the brand and the customer throughout their relationship (Zorfas and Leemon, 2016). In order to increase customer loyalty to the brand, companies are trying out many different customer experience strategies but the biggest problem which is common in all these strategies is that these companies tend to isolate the touchpoints which affect a customer and the brands treat them separately. The companies lack a proper vision for end-to-end customer experience and this is causing losses to the brand.

Customer experience has become vital for the sake of organisational success. A positive customer experience can improve the chances of repeats and referrals, while, a negative experience can lead to a decrease in brand image and a decrease in the active amount of customers. There are significant advantages observed for proper customer experience. These advantages include improved *brand loyalty*, improved *customer retention and referral rate* and the *development of a proper competitive advantage* (Jain *et al.*, 2017).

One of the biggest observable benefits of an end-to-end customer journey is *identifying the effective methods which can impact the customer's experience*. It is important to understand that customers view the overall experience instead of individual experiences and different interactions can change the overall outlook of the brand. According to Kim and Ah Yu (2016), the relationship between the customer and the business must be holistic in nature to impact every step of the customer experience positively.

In terms of *proper decision-making regarding the creation of a proper end-to-end customer journey*, it can be observed that proper data is extremely useful to gather knowledge about the customers and make decisions based on the analysis of said data. Using data instead of making assumptions results in proper decisions which positively enhances the satisfaction of the customer. For this purpose, data collection and analytical technology are used by brands to gather the data of consumers. The company **Dyson** has partnered with **NICE Systems Ltd** to make use of **NICE Workforce Management Cloud** to gather consumer data and they also utilise the **CXone ECHO** customer satisfaction survey tool to offer surveys to customers after a customer calls the company to measure customer retention rate (Nice, 2023). Using these tools, Dyson aims to provide a unique and iconic customer experience.

Significance of Innovative marketing strategies by Dyson for improving brand awareness

Marketing strategies have become important for improving brand awareness as the adoption of modern and effective strategies and channels in the process of marketing leads to improved brand awareness and increased customer rate. Using modern methods of marketing, brands are able to reach a wider audience and also aim for global expansion.

The company Dyson claims that its marketing strategies revolve around marketing the unique innovations that its products have pioneered to set them apart from its competitors (Dyson, 2023). This strategy of embracing innovation has allowed the brand to be extremely profitable and become one of the top brands in the household appliance sector in the UK even though its price is significantly high compared to its competitors.

Dyson has managed to *build a luxury image out of everyday items* like the vacuum cleaner and their marketing has focused on encouraging customers to buy their products so that they can be associated with innovation in technology. The company aims to outperform its competitors by providing technologically innovative products at a price which justifies the company's efforts. They have instilled the notion that high-priced products must be superior to other similar products and this notion has allowed them to increase their product prices.

The company has also made use of *celebrity endorsements* to cater to the general public. Celebrity endorsements are an extremely efficient marketing strategy as it improves the consumer's opinion of the brand and also establish their faith in the product (Bergkvist and Zhou, 2016). Associating celebrities with a brand also brings in a new wave of customers who are followers of the particular celebrity. The brand ambassadors of Dyson include celebrities like Jen Atkin, Matt Collins, Larry King and Lady Gaga to become a staple in the fashion appliance industry (Dyson, 2020).

Dyson has also become extremely successful in the global market due to its wide *use of digital marketing*. In recent times, big brands have utilised social media to reach a wider audience and to generate hype for new products which ultimately results in increased revenue and increased market share for the brands (Tuten and Solomon, 2017).

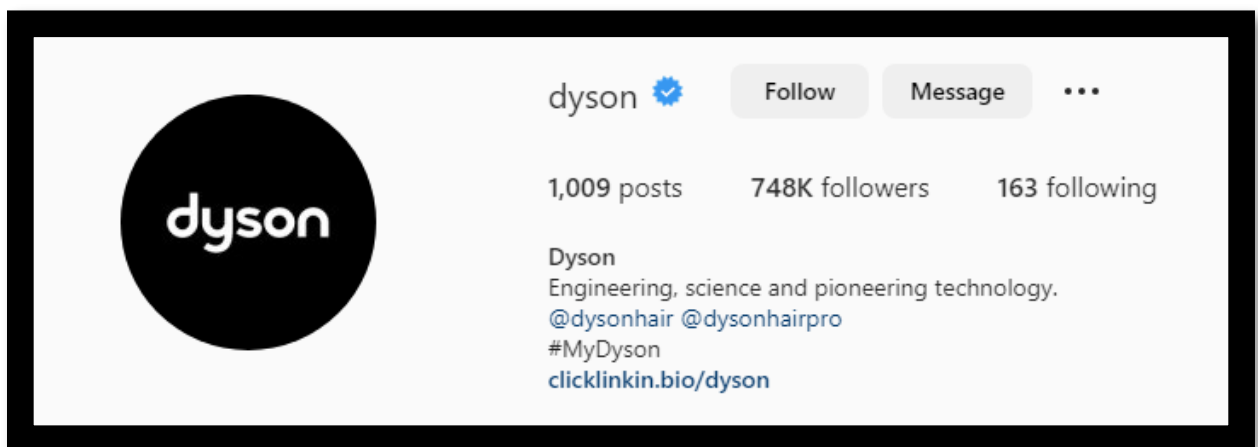


Figure 1: Instagram follower count of Dyson

(Source: Instagram, 2023)

With around 748k followers on Instagram, the company uses social media websites like *Facebook, Instagram and Youtube* to market its new and upcoming products (Instagram, 2023).

The company also *markets its products to be longer lasting and more durable* as compared to other competitors. In the process of marketing their revolutionary vacuum cleaners, Dyson has marketed it as “built to last” as their products have gone through rigorous testing through harsh conditions (Dyson, 2020). This durability is marketed as being a competitive advantage of the company and this is the general argument used by the brand to justify its highly-priced innovative products. Their general reasoning behind the adoption of the strategy is that customers will tend to buy a more durable product for a higher price as compared to an inferior product at a lower price. This strategy has increased the profit margins of the company and has allowed them to become a globally known brand.

Suggested marketing strategies for Dyson

Dyson has made use of some convenient marketing strategies which have allowed it to become a global product brand. Although these strategies have been generally successful in ensuring success for the brand, it is observed that the company needs to implement new and effective strategies for the purpose of improving brand image and for successfully evaluating and managing the customer’s end-to-end journey to fulfil the expectations of all the shareholders of the brand.

A *Customer experience or customer journey map* can be considered to be an effective marketing strategy that Dyson can implement to improve customer experience. A customer journey map can be defined as a diagram which depicts the various stages that a customer goes through when interacting with or buying from a company (Rosenbaum *et al.*, 2017). A proper customer journey map helps to improve the experience of the customer with the brand. Considering the impact of customer experience on sales, it is important for companies to understand how they can improve their customer’s experience and engagement. Using a customer journey map, Dyson can improve its understanding of how their customers interact with the brand and develop new and effective methods for the future by collecting data. Using a Customer journey map can also help the company to personalise the experience of the customer. For creating a personalised experience for its users across all the touchpoints in all the channels the business operates in, a customer journey map becomes very useful. The customer journey

map can allow Dyson to benchmark the customer experience that they are providing to understand what changes need to be made for improving customer experience. It can also help the business to remove unnecessary steps in the journey of the buyer so that the buyer is satisfied with quick service.

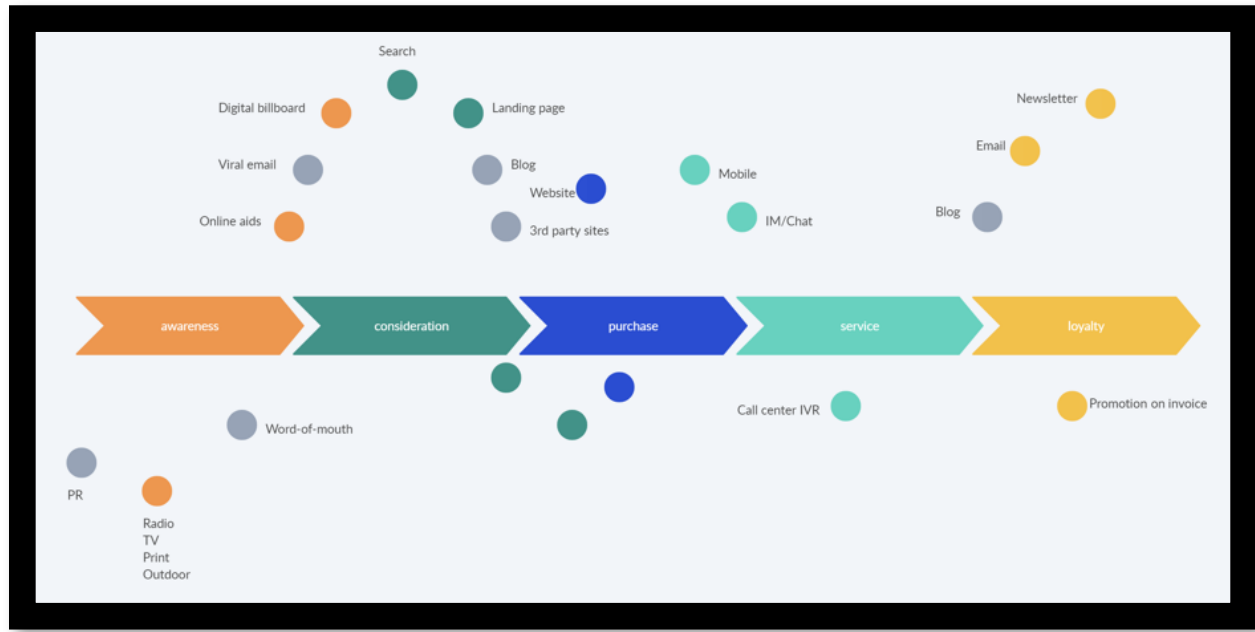


Figure 2: Customer experience map of Dyson

(Source: Self-Created)

The company can aim to define a proper customer journey map and use data analytics to improve its understanding of the customer and to tailor the customer experience based on the needs of the customer (Micheaux and Bosio, 2019).

The brand can also make use of *product placement* to boost its sales. Product placement is a marketing strategy in which a company pays a feature production (film or tv show) to feature their product for gaining exposure (Andersen, 2020). Product placement is a marketing strategy that has become popular in recent times. This rise in popularity is mainly due to the impact of Covid-19 and how it has led to a rise in the number of customers for streaming services (Andersen, 2020). Streaming services have increased in popularity since “stay-at-home” laws have been introduced around the world and due to this product placement has become an effective strategy being used by brands to market their products. Dyson can use product placement to improve sales, improve brand awareness and to reel in new customers from the

fanbase of the show/film which features their products. The media industry is a large industry and out of its various parts, the streaming industry has become one of the most famous industries and has seen a significant rise. The number of users in the Video streaming segment is expected to reach an amount of 1636 million by the year 2027 (Statista, 2022). This number is approximated to be around 36.5 million users by 2027 in the UK (Statista, 2022). Therefore this strategy can benefit from the high number of customers as Dyson can improve and increase its customer base in the UK as well as globally. This method is mutually beneficial as it allows the media project to improve its budget and it can allow companies using this marketing method free promotion across a wide global audience. Considering the profitability of Dyson, the company can allocate funds for this strategy to observe higher sales and to improve their customer experience as their loyal customers can associate the brand with their favourite form of media.

How Dyson manages and evaluates customer journeys across its different communication channels

Dyson uses various communication channels to manage and evaluate customer journeys. Dyson uses e-commerce platforms and also direct to consumers communication channels to connect to customers. The company uses various **e-commerce** platforms like Amazon and so on to create awareness among customers (Joseph, 2020). There are five stages of the customer journey in e-commerce that are awareness, consideration, acquisition, retention and advocacy. The first stage of the customer journey is a discovery which is when the consumer learns about your product. In order to create awareness among the customers the company uses various social media channels and online shopping platforms so that the customers can know about the products they are selling. In the second stage, the company identifies the interest of the customers and why they are browsing through their website. The next step is the intent of the customers which is when the customers add products to the wish list or a shopping cart. In the fourth stage, the customer becomes a consumer when they purchase the product of the company. The last stage of the company is the engagement of the customers where the customer comes back to purchase more products. To increase the awareness of the customer the company uses the right keywords to gain awareness of the company. After that, the company collects the data of the customers who have

passed the third stage. After this stage, the company communicates with the customers to create awareness about their products and services. Mostly the company uses various social media platforms to create awareness. They make videos of their products to let the customers know about their unique and complex technology and also let the customers know how their technology works. Dyson uses Livestream and social shopping to create awareness among customers (Dyson, 2023). In addition to that the company also delivers seamless purchasing experiences for customers. In addition to that the company also sends personalised emails to the customers and consumers to let them know about their attest products.

The company also has various physical stores globally such as in Europe, Asia and so on (dyson, 2023). This has helped the company to create awareness among the customers and in addition to that the company also has made marketing strategies to create awareness among the customers. The company has also made their stores in the most populated locations so that the customers can access their shops easily. The company also focuses on premium branding which helps the company to gain loyal customers. In addition to that to create customer satisfaction the company gives various offers to the customers so that the customer comes back to buy the product again. The company contacts the customers through emails or texts to let the customers know about the offers or new products.

Conclusion

This assignment aims to improve understanding of the impact of touchpoints for streamlining the customer end-to-end experience. The assignment highlights the importance of improving customer experience and highlights the advantages observed. Taking the UK-based company Dyson as an example, this assignment tries to develop a deeper understanding of how the different brands embrace customer experience and how customer experience can be improved by making use of proper marketing strategies which positively affect the revenue income and brand image of the business. To develop critical knowledge about how the company can improve its marketing strategies, the importance of touchpoints and end-to-end customer experience is discussed in relation to Dyson. By observing the previously used marketing strategies of the company, new and effective marketing strategies are suggested which can aim to improve user

experience and brand awareness. For the implementation of the suggested strategies, different channels like E-commerce and physical stores are suggested as to how they can be used by the company to improve their communication with their customers.

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