

UNIVERSITY OF WALES TRINITY SAINT DAVID

**MODULE:
UNDERSTANDING AND ENGAGING IN THE
CUSTOMER EXPERIENCE**

REPORT

**Name: Elena Furnadzhieva
Student ID: 2113997
Module code: BMSW5103
Lecturer: Mohammad Rahman**

Executive Summary

According to the study that follows, there are several approaches to enhance consumer relationships with individuals. It should be stated that the study that comes after has also assured what would be the cause for the corporation to manage the many techniques of improvement as well. The subsequent study also outlined the means through which individuals might preserve their relationship with their customers. The study also demonstrated the value of both internal and external customers. The report also explains the element that would guarantee that Morrisons can likewise raise its level of profitability. The study has also provided an explanation on how to maintain stakeholder satisfaction in the firm. These are a few of the significant findings from the study.

Table of Contents

N	Title	Page
1	Cover page.....	1
2	Executive summary.....	2
3	Table of contents.....	3
4	Introduction & Background of the organisation.....	4
5	Task 1: Marketing and customer relationship management theories applied within Morrison for better customer services.....	5
6	Stakeholders' analysis of Morrison's for providing a better service to the customers.....	6
7	Discussion on Morrison's approach of creating customer value.....	7
8	Discussion on the provision of Customer service by Morrison's.....	8
9	Critical evaluation of internal and external factors influencing Morrison's quality systems.....	10
10	Swot Analysis.....	10
11	PESTLE Analysis.....	11
12	Porter's five forces analysis.....	12
13	Task 2: Identification of systems of Morrison's for quality processes and meeting customers' demands for maintaining a good customer relationship.....	13
14	Quality system of Morrison's for fostering consumer satisfaction.....	13
15	Quality standards.....	13
16	Discussion on the strategies of the organisation for total quality control in its products and services.....	14
17	The strategy that the organisation can implement to maintain effective customer relationships.....	16
18	Business ethics of the organisation for quality customer service.....	16
19	Discussion on the significance of consumer retention in the changing scenario....	16
20	Challenges of developing and maintaining good customer relationships.....	17
21	Evaluation of customer needs by creating good customer relationships through customer segmentation procedure.....	18
22	The benefit of developing and maintaining good customer relationships.....	19
23	Conclusion.....	20
24	References.....	21

Introduction & Background of the organisation

The journey of the customers along with the organisation and its services is called the customer journey. As per the opinion of Juanamasta *et al.*, (2019), customers are required to be kept satisfied to maintain an effective Brand- customer relationship and retain them in the organisation. Similarly, Soltani *et al.*, (2018), have opined that customer satisfaction is the primary objective of the organisation and the entire procedure of operations is done to achieve this particular objective itself. All these objectives are achieved through the proper maintenance of positive customer experiences and satisfaction which can provide them with complete satisfaction from consuming the products or services offered by the organisation. Al-Adwan and Al-Horani (2019), in this context, suggest that there are various determinants by which the satisfaction level of customers can be maintained. The primary determinant includes quality, which acts as one of the essential elements for the customer to have a positive experience and buy products and services from the organisation.

Thus, in this report, a vivid discussion based on the maintenance of quality and customer service by the famous organisation called Morrison's will be done. Morrison's ranks to be the fourth largest supermarket chain in the United Kingdom. The organisation is headquartered in Bradford England and has supermarkets across the markets of Scotland, Wales, and England. It offers a huge range of products along with the maintenance of proper quality and goodwill in the market and has a brand value of 2.2 billion as per the dollar (Statista.com, 2022).

Henceforth, the study will have a vivid description of the methods that are generally used by the organisation to maintain the quality of the products and provide high-quality customer service to lead the market.

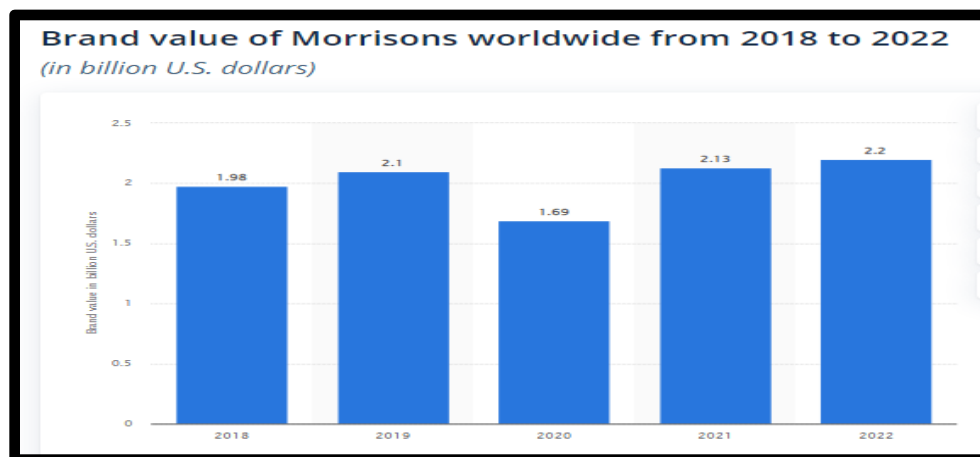


Figure 1: The brand value of Morrison across the world

(Source: Statista.com, 2022)

Task 1

Marketing and customer relationship management theories applied within Morrison for better customer services.

In order to tell customers about their goods and services and eventually achieve maximum development, *the Communication Mix* Theory is applied. Juanamasta *et al.*, (2019) suggest that Morrison communicates with customers using social media websites where questions are promptly answered, and clients have complete knowledge of their orders and overall progress. Additionally, Morrisons has utilised product labelling as a communication tool to make sure that customers are aware of the products so that successful outcomes can be attributed, and the audiences' loyalty is maintained at a high level.

<i>Product</i>	The supermarket Morrisons puts a premium on healthy produce and is value-driven. Morrisons' popularity is due to their fresh and increased food offerings. Under the names Morrisons Cellar, M Restaurant, NuMe, Only for Kids, & M Signatures, they continue to do business. Due to the independence of their industrial manufacturing facilities, which guarantee the perfect result, the firm creates and distributes fresh food goods.
<i>Price</i>	Consumers enjoy Morrison's businesses mostly because of the prices. Morrisons continuously enhances its customers offering by lowering expenses and perceptions of quality services and goods. They help ensure that a buyer will never shop elsewhere because of the pricing. Premium pricing, promotional pricing, and captive product pricing are all used by Morrison.
<i>Place</i>	Morrisons has 660+ locations, 150+ of whom are small shops, and employs over 117,000 people to service customers throughout the UK (Morrisons.com, 2020). Morrison's location and distribution traditional marketing approach is based on its wide geographical reach. The business is also the second-largest producer of healthy produce in the UK.
<i>Promotion</i>	The brand provides a consumer reward scheme with matching & Mehr vouchers in an effort to make their store a pleasant place to shop. Morrisons is a champion of truth above emotion. Morrison succeeds by providing consumers with inexpensive, greater goods, and the pull is provided via promotions and special offers both offline and online.

Figure 2: Marketing mix theory utilised by Morrison's for customer relationship management (Source: Created by the learner)

On the other hand, according to the Ansoff Matrix theory, Morrison's has been leveraging market penetration and product development to match customer expectations, and overall company operations are finally carried out globally. According to what has been discovered, Morrisons has employed a market penetration strategy by incorporating its "Clubcard points," which have fostered consumer loyalty and enhanced sales circumstances. Morrison's has used

a self-advertising approach to penetrate the various markets to maximise commercial growth. Morrison's, on the other hand, has also adopted a product development strategy that entails providing cutting-edge goods to eventually link consumer growth to these items. Morrison's also sells organic goods, indicating that eventually progress may be credited to the whole. To satisfy the various demands in various countries and ultimately increase sales, Morrison's has developed the strategy of adding new features to the market growth approach. Morrison's effectively employs the diversification approach, which entails offering a range of goods, including groceries, gadgets, and food, to eventually ascribe the greatest amount of development.

Stakeholders' analysis of Morrison's for providing a better service to the customers

<i>Employee</i>	The employees are the first stakeholders of any company, and it is very important to ensure that they shall be given the best possible products. It is important to ensure that the quality of the goods that are provided to them is perfect because until this happens it will not be possible to improve the relations with them.
<i>Government</i>	The government is another stakeholder of the company. The government must be given tax on time, and it is also important that the laws of the state shall be obeyed by the company for smooth functioning.
<i>Investors</i>	The investors will be given timely returns and it is also important that investors must be also given their due share from profits. There are timely returns given to the investors. This is the only way it will be possible to ensure that a good relationship will be maintained by Morrison.

Table 1: Stakeholders' analysis of Morrison's (Source: self-devised)

Discussion on Morrison's approach of creating customer value.

Consumer value can be simply defined as the value or worthiness of the product or service to the customers. All the costs and benefits that are associated with the cost of the service or products can be easily measured by calculating the consumer value. The price, quality and quantity of the products are generally the most common examples to calculate the consumer value of a certain product or service. As per the opinion of Dakamsih and Al Hammouri (2022), one of the core elements of Morrisons to add consumer value is the maintenance of proper quality to the products that are offered for sale. In addition to this, there are specialised services for customers to fulfil their needs and demands. Morrisons follows up along the principles and strategy of the "Value pyramid Framework" and satisfies the needs of the customer by adding value to the products and services that aid in the fulfilment of the customer's needs and demands. As per the opinion of Dembek *et al.*, (2018), the value pyramid helps in providing concern to the organisation to provide value to its customers through the fulfilment of four primary aspects. These include the Functional, Emotional, Life-changing and Social values to the customers.

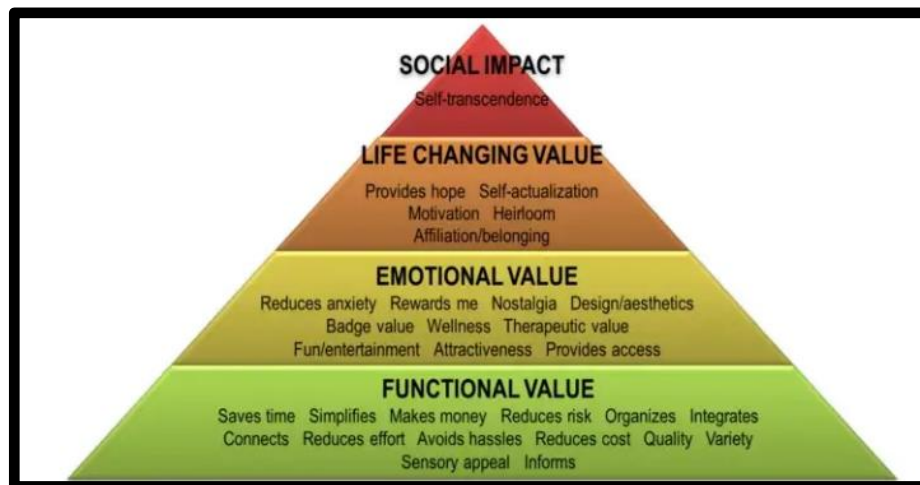


Figure 3: Elements of the Value Pyramid Framework

(Source: Dembek *et al.*, 2018)

Table 2: Value Pyramid followed of Morrison's

Functional value	Personalised services, Reliability, quality of the product, and Efficient services are generally provided by Morrisons to add functional value (groceries.morrisons.com). In addition to this, the products are developed in such a way that it reduces the efforts of people to buy the complimentary products from some other brand, and all the necessary products are offered in the same supermarket chain.
Emotional Value	Morrisons has extended the supermarket opening time from 10 pm to 11 pm for benefiting consumers who shop late (Mkansi and Nsakanda, 2021). Healthy and affordable food along with better customer service and customer-relatable advertisements are the basic elements by which it adds emotional value for the customers.
Life-changing Value	Morrisons has created the hope of leading a healthy lifestyle through quality and healthy products to the customers (groceries.morrisons.com). Additionally, it has introduced hassle-free shipping by providing online shopping facilities.
Social Impact	All the needs and demands of food to daily life products are provided by the offering of quality and necessary products by the organisation.

Table 2: Value Pyramid followed of Morrison's (Source: Created by the learner)

Discussion on the provision of Customer service by Morrison's

The provision of good consumer service helps in the provision of a better customer experience and thus eventually helps in the maintenance of an effective relationship with the customers.

The primary **mission of Morrisons** is to utilise its experience and design innovation for providing flexible and responsive solutions to the packaging industry. Thereafter, its **objectives and vision include** a contribution towards the community by providing job opportunities, supporting the provision of food banks, and customer satisfaction through quality foods and doorstep delivery (groceries.morrisons.com). As per the opinion of Lasky and Yoon (2020), the "Rater's framework" acts as one of the best frameworks to have knowledge regarding the quality of the services that are provided by the organisation to its customers. All the elements present

in the raters framework are properly managed by the selected organisation to provide a better service and experience to its customer base.

Table 3: Raters framework analysis of Morrison's for understanding its customer service provisions

Reliability	The basic consumer expectation regarding the value and quality of the products are met by the organisation through the maintenance of freshness in its products. As per the opinion of Zissis <i>et al.</i> , (2018), Morrisons provides the 24 hours online service facilities along with the factor of better customer service to maintain reliability.
Assurance	The assurance of healthy, affordable and fresh products to consumers along with better service to the customers is assured by Morrison.
Tangible	The expectations and perceptions are met by the organisation in order to form a better customer relationship. Morrison focuses on the needs and shopping requirements of the customers and sets the service provision accordingly (Li <i>et al.</i> , 2023). Therefore, bringing in new customers is more expensive than keeping old ones; therefore, it focuses on that. An affordable cost along with the facility of keeping the shops open late at night is done to provide a better service to the customers.
Empathy	The health consciousness among the customers has led to an increase in the offering of healthy products to the customers.
Responsiveness	All the needs and demands of the customers are constantly kept in mind by the organisation.

Table 3: Raters framework analysis of Morrison's for understanding its customer service provisions (Source: Created by the learner)

Critical evaluation of internal and external factors influencing Morrison's quality systems
External, Internal and environment of the competition of Morrison's

Internal Analysis

SWOT analysis of Morrisons examines the brand by shedding light on strengths, weaknesses, opportunity, and threat. The strength and weaknesses are the internal determinants. On the other side, threats and opportunities are external determinants.

<u>Strength</u>	<u>Weakness</u>
Efficient supply chain Large product portfolio Efficient communication network (Morrisons-corporate.com, 2022). One of biggest consumer bases Maximised market share in online retailing and shopping (Morrisons-corporate.com, 2022).	Limited geographical expansion as compared to other competitors Tarnished brand image due to the issue associated with the rights of the farmer
<u>Opportunity</u>	<u>Threat</u>
Change of consumer perception associated with organic market. International expansion Acquisition of smaller organisation	Increasing market share of competitors can minimise the margin. Maximisation in taxes.

Table 4: SWOT analysis; (Source: Created by the learner)

Competitors: Asda, Tesco, Sainsbury's

External Analysis

Factors	Determinants	Impact on Morrisons
<u>Political</u>	Stable government (Ranks top at the list of political stability) Administrative system is the assimilation of parliamentary democracy and constitutional monarchy Great political influence over other nations Brexit issue (Ons.gov.uk, 2022)	Positive
<u>Economic</u> <u>Social</u>	6th largest GDP (2.750 trillion US dollars) (Ons.gov.uk, 2022). Diverse economy Attraction of foreign direct investment The country has a corporate tax rate of 18 per cent Drastic shift in inflation (Ons.gov.uk, 2022) The reduced unemployment rate	Positive
<u>Social</u>	It is estimated to reach 75 million people by 2040 Effective healthcare system Efficient education system (Shergill <i>et al.</i> , 2022) High-income earners	Positive
<u>Technological</u>	It boasts of leading R&D institute However, the trend falls short of from the developed nations (Thomas <i>et al.</i> , 2021)	Negative
<u>Legal</u>	The Employment Act 1996, The Equality act 2010 and Coronavirus act 2020 regulate the business scenario (Ons.gov.uk, 2022).	Positive
<u>Environmental</u>	Issues associated with bad environment Environmental issues due to industrialisation	Negative

Table 5: PESTLE analysis (Source: Created by the learner)

Environment of the competition

Forces	Elucidation	Risk
<u>“Competitive Rivalry”</u>	Bruijl and Gerard (2018) in this context the retail segment in the UK is very competitive. Morrisons possess a market share of 9 per cent in the retail grocery market. “Tesco and “Sainsbury’s” are the market leaders in this spectrum. Additionally, the organisation faces stiff competition from Asda (Morrisons-corporate.com, 2022).	High
<u>“Threat of the new entry”</u>	The threat to entry in the food retail market is extremely low due to the prominence of major players such as Morrisons, Sainsbury’s, Tesco and others. Additionally, local knowledge plays a vital role within the sector to effectively strive.	Low
<u>“Threats of Substitutes”</u>	The “threat of the substitute” is very low in the UK food retail market. Additionally, supermarket giants are making innovations with respect to food products. However, there is a threat from the internal industry which has already been covered in the “competitive rivalry segment” (Morrisons-corporate.com, 2022).	Low
<u>“Buyer power”</u>	Due to the prevalence of numerous supermarket chains, the authority of buyers is humongous. Moreover, the shifting charge is so menial. Consumers do not think twice before changing the brand. Additionally, the scenario associated with the recent economic recession put forward enormous powers to buyers (Irfan <i>et al.</i> 2019).	High
<u>“Supplier power”</u>	The power of suppliers for supermarket chains is rather complex to categorise. It generally depends on the mutual relationship.	Medium

Table 6: Porter’s five forces analysis (Source: Created by the learner)

Task 2

Identification of systems of Morrison's for quality processes and meeting customers' demands for maintaining a good customer relationship.

Quality system of Morrison's for fostering consumer satisfaction

Offering high-quality services is a crucial requirement for businesses to operate successfully in a changing world. Delivering excellent quality services is thought to increase business competitiveness, therefore customer happiness and service quality are given substantial consideration from all over the world. As per the view of Dewnarainet *et al.* (2019), we may get the conclusion that customer happiness and service quality are long-term predictors that raise the values of businesses thanks to an examination of literary sources. In the modern digital age, meeting customer wants is crucial to achieving specific business goals, as well as socialising businesses internationally and maintaining customers' trust in the face of rival businesses. The importance of solving this fact lies in the dearth of research that has focused on the functional aspects of employee service quality. Despite this, many businesses like Morrison's and others around the world are aggressively advancing services, wasting money on poorly thought-out service daily-routine packages and undermining legitimacy with control rhetoric that is not backed up by some strategic choices. Thus, these are some of the most important things that must be delivered by the Morrison's to ensure that quality products must be received by the people. This is the most important thing that shall be understood in the present system as well.

Quality standards

The quality standard that must be ensured by Morrison's is that they will be ensuring that the product meets the right quality. Morrison's is a very big brand it must not lose its reputation in the organisation by not maintaining quality. The need of the hour for Morrison is to improve all the standards that are needed to ensure that Morrison can rank as the best company. It is also to be noted that Morrison's must ensure that it will be able to manage the quality as well as price. As per the view of Gil-Gomez *et al.* (2020), the price and quality both go side by side. The quality is fine, but the price is too high. In that case, the product will not be able to ensure customer satisfaction. It should be understood that the need of the hour is to assure Morrison that they will be also handling the different products and their different tactics. It shall be noted that in the present times it is also very essential to ensure that the price of the different commodities must be properly balanced with a quality standard like good customer service and product delivery. Big data is essential for CRM, particularly for service customisation and modification. Big data is a word that is frequently used to refer to data that is high in quantity, speed, diversity, validity, and value, both for unstructured and structured data. Big data is used

to set long-term goals for great customer management. It necessitates novel tools and strategies to acquire, store, and analyse information.

Discussion on the strategies of the organisation for total quality control in its products and services

Cutting down the price

It is worth noting in this spectrum that Morrison has effectively invested more than £100 million per year to effectively cut down the cost systematically. It enables the organisation to effectively leverage its own manufacturing sites while addressing the cost-of-living crisis for the consumer. It harbours a positive impact on the grocery budget of the consumer effectively (Retail Gazette.co.uk, 2022). Additionally, in the volatile scenario of the UK, Morrison's cut the prices of 150 products including healthy products such as chicken breasts, baked beans, bread, and others. It enables the organisation to improve its triple bottom line effectively. Additionally, to maximise transparency with the consumer the organisation has integrated a dedicated "more ways to save" column where the consumer can avail of the latest offer effectively (Retail Gazette.co.uk, 2022). Moreover, the supermarket chain effectively minimises the price by 6 per cent of the total volume sales while integrating a savings of around 14 per cent to the consumers. Hence, significant loyalty is built through this process.

Waste management process

It is worth noting that a desire to assist the environment is maximising at a systematic rate among the audience. Morrisons put forward an online survey on its different social media platforms to effectively comprehend the perception of the consumers associated with quality management. Around 30 per cent of the consumers responded that they want organisations to improve the environment (Morrisons-corporate.com, 2022). On the other hand, 23 per cent wanted organisations to manage the waste properly to foster quality management. 22 per cent responded that the organisation could minimise carbon footprint to foster quality management. Around 17 per cent are concerned with animal welfare. As the organisation has a powerful communication channel it enabled the organisation to take effective steps to foster diverse waste management procedures (Morrisons-corporate.com, 2022).



Figure 4: Waste management (Source: Morrisons-corporate.com, 2022)

All the waste collected in the Morrisons stores is recycled in the domestic spectrum eliminating the requirement of exporting the materials. In the “Zero waste” store Morrison's waste including “soft and hard plastics, cardboard, food waste, green waste, PPE, plus tins, cans and foils” are collected and sorted with the assistance of a specialist. Additionally, “hard to recycle” plastics are going to be collected near store foyers (Morrisons-corporate.com, 2022). On top of that, aside from product waste, unsold foods will be offered to the consumers to strengthen the channel of communication while administering the food waste effectively.

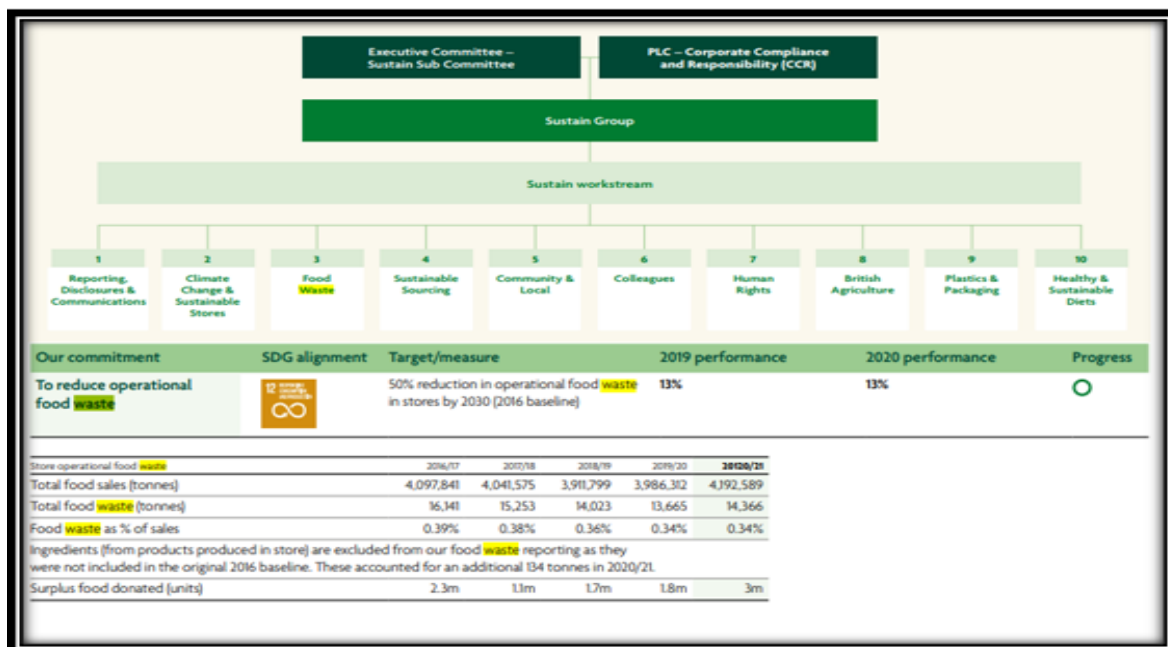


Figure 5: Effective communication channel and its impact on waste management

(Source: Morrisons-corporate.com, 2022)

The strategy that the organisation can implement to maintain effective customer relationships.

Every time a consumer interacts with a business, they ought to have a great experience that leaves them with a favourable view of the company. Customers and the company have mutual respect and an understanding that lasts for a very long time. Real-time assistance and proactive solution provision that is focused on the accomplishment of the client are key components of activities for establishing good customer connections. As per the view of Anshari *et al.* (2019), A relationship of mutual benefit with the consumer that goes beyond the original transaction is the goal of client service. Morrisons shall ensure that the products that it is offering to the customer must be very good in quality as well as its customer service are good. It should be noted that the need of the hour is to ensure that Morrison must also register any type of complaints that are received by the company. Six times as much cost may be spent obtaining a new client as keeping an old one. Morrison's ability to keep up positive interactions with customers affects how loyal they will be. Morrison may boost their client's level of happiness by exceeding their expectations for exceptional customer service. As per the view of Lee and Lee (2020), When customers are pleased, they continue spreading the word about their business. The customer relationship is a long-term process, and it will take time for Morrison to ensure that they can build the same. It will be built when there is a good level of communication and problem-solving features given by the company to the customers.

Business ethics of the organisation for quality customer service.

According to the definition of sustainability, this is "fulfilling the requirements of the present without jeopardising the ability of future generations to meet their needs." It is critical for commercial prosperity and is likely to propel a company to success. To guarantee that any goals established worldwide are met, it is important to consider contemporary issues like gender equality, climate change, water, and health when assessing a business's consequences (Retail Gazette.co.uk. 2022). As investors' interest has increased, maintaining a manageable carbon impact is a hot concern. Examining how a company might work together in an ecologically, socially, and politically responsible manner. Additionally, Morrisons effectively maintains all the ethical trade code while operating in the business scenario integrating visibility in the operational spectrum (Retail Gazette.co.uk, 2022).

Discussion on the significance of consumer retention in the changing scenario

The Supermarket chains of the United Kingdom consist of a huge number of Key players that have different styles of providing customer services and quality assurance procedures. Concerning this, Woo and Lee (2018) have suggested that Morrisons ranks to be the fourth

largest supermarket chain because the foremost key players in the United Kingdom include organisations like ASDA, Tesco and Sainsbury's. This simply means that there is a huge amount of competition that is required to be faced by Morrisons to compete with the constantly changing and competitive market. As a result of that, the customer retention strategy plays a huge role in the maintenance of the ranking position of the supermarket chain across the United Kingdom. Concerning this, Juanamasta *et al.*, (2019) have suggested that the only method by which the customer retention strategy can be maintained in the constantly changing business environment is through the maintenance of satisfaction and proper service deliverance. A huge amount of teamwork along with the factor of freedom in the framework is practised by Morrison to provide better services to its customer base. The quality of the products along with a proper emphasis on freshness, quantity, and affordable price is the major vision and mission of the organisation. Emamgholizadeh, *et al.*, (2018) in this context commented that the growing concern for a healthy lifestyle and dietary habits has caused Morrisons to make emphasis on the deliverance of healthy products. In addition to this, the outbreak of the pandemic has caused a shift in buying habits from the traditional approach of shopping to the online shopping procedure. As a result of that, Morrison has maintained an online website portal to provide the shopping experience through a 24 x 7 service.

Additionally, the provision of immediate doorstep delivery is also provided by the organisation to compete in the constantly competitive market and develop brand-customer relationships. Moreover, the factors of quality, customer empathy, and customer satisfaction are always significant and crucial elements that are taken into consideration by the organisation. Thus, it can be analysed that organisations are required to keep the focus on the changing market scenario to keep the customer retained in the organisation and function in the constantly competitive market.

Challenges of developing and maintaining good customer relationships

When customers' expectations aren't met, it's challenging to build relationships with them. As per the opinion of Lasky and Yoon (2020), Morrisons charges high pricing for a healthy and quality product. As a result of this, these products become out of reach for low-income clients. Henceforth, Morrisons faces difficulty in maintaining a good relationship with those customers. On the other hand, (Emamgholizadeh, *et al.*, (2018), suggest that not only the factor of high price, but the cause of ineffective maintenance of the social media communication strategy at times also becomes a huge problematic factor for Morrison to maintain an effective customer relationship. Consumers tend to become angry with the organisation and henceforth, customer relationship maintenance and retention become challenging for the Organisation.

Evaluation of customer needs by creating good customer relationships through customer segmentation procedure.

Table 7: Consumer persona

Determinants	Elucidation
“Demographics”	Age- 30 years Occupation- Accountant in a leading firm Marital status- Married Location- Edinburgh, UK Hobby- Loves to listen to the folklore
“Abouts”	She has a complete mastery over mathematics and accounts She is a consumer of supermarket chains and knows the certain nuances important to maintain the consumer loyalty A person who loves to travel and explore different dialects and culture existing in the spectrum of the UK
“Profile”	Name: Karla Marie
“Purchasing pattern”	Affordable and fresh food items Has a purchasing affinity towards sustainably sourced food Loves to travel to supermarket in the weekdays due to offers
“Goals”	To explore different parts of the UK To maintain the month budget of the family with strong command To buy healthy food products in reasonable price
“Usage pattern”	Convenient supermarket chains that give attractive offers Gives priority to the transparent sustainable supermarket chains Supermarket that uses sustainable packaging Love to read product ingredients in the back of the packaging
“Pain points”	Food products that sourced using unsustainable products Unhygienic method for preparation The ineffective response from the employee of the organisations Supermarket that has poor communication stream

Table 7: Consumer persona (Source: Created by the learner)

Table 8: Consumer segmentation of Morrisons

Segmentation	Variables
“Geographic”	“Density” - Metropolitan location of Bradford, Yorkshire “Geographical Location” - “Hilmore House, 71 Gain Ln, Bradford BD3 7DL, United Kingdom”. “Priorities” – Local
“Demographic”	“Age” - 16-66 “Gender” - All the genders “Lifestyles” - Economically affluent location with 40 per cent people belong to medium income strata “Occupation” - Office goers, Tourists, students and others. “Level of loyalty” - High “Priorities” - Families, officer goers and tourists.
“Behavioural”	“Socio-economic Standing” - Moderate “Family Standing” - Occupational “Personality” - Transparent “Purchasing habit” – Medium spenders
“Psychographic”	Lifestyles - Explorers and stragglers

Table 8: Consumer segmentation of Morrisons (Source: Created by the learner)

The benefit of developing and maintaining good customer relationships

Customer relationship management has a huge role to play in order to make a business function effectively. It provides a framework for the organisation to strive towards the maintenance of smooth organisational functioning and profit maximisation. Additionally, it leads to the maintenance of **customer loyalty, brand goodwill and an increase in the rate of revenue due to high sales**. Thus, concerning this, Emamgholizadeh, *et al.*, (2018) has commented that Payne’s five process model acts as the key model for maintaining customer relationships. Fernie *et al.*, (2018), on the other hand, agreed with this factor and mentioned that

Morrison's uses Payne's five-process model to maintain an effective CRM. This is because all of the processes involved in this model are cross-sectional and process-oriented which aids in maintaining a sound CRM. With the addition of Payne's Model for Effective CRM, Morrison's is using the customer relationship management system to track customer interactions via phone and email from the contact centre, as well as to create a knowledge base of information on products like food, drinks, clothing, electronics, financial services, and frequently asked questions. Customers and employees at Morrison's shops should both be able to use the Right Now system, according to Morrison's Tech Support.

Figure 3: Payne's Model for Effective CRM

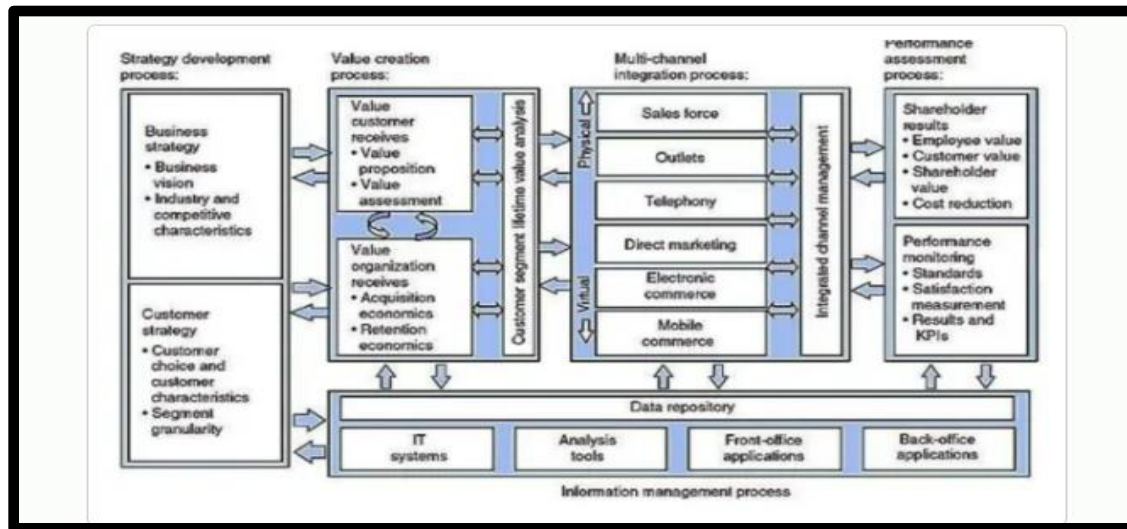


Figure 3: Payne's Model for Effective CRM (Source: Emamgholizadeh, *et al.*, 2018)

Conclusion

The following study has shown what are the ways through which it will be possible to improve the customer relationship with people. It shall also be noted that the following study has also ensured that what will be the reason through which it is easier for the company to manage the different ways of improvement as well. The following study has also explained what are the ways through which the customer relationship can be maintained by the people. The importance of internal and external customers has been also shown in the study. It has been also explained in the study what is the factor that would ensure that Morrison's can also level up the level of profits. The way through which stakeholders of the company can be kept satisfied has been also explained in the study. These are some of the important things that have been seen in the study.

References

- Adam, M., Wessel, M. and Benlian, A., 2021. AI-based chatbots in customer service and their effects on user compliance. *Electronic Markets*, 31(2), pp.427-445.
- Al-Adwan, A.S. and Al-Horani, M.A., 2019. Boosting customer e-loyalty: An extended scale of online service quality.
- Anshari, M., Almunawar, M.N., Lim, S.A. and Al-Mudimigh, A., 2019. Customer relationship management and big data enabled: Personalization & customization of services. *Applied Computing and Informatics*, 15(2), pp.94-101.
- Dakamsih, N.J. and Al Hammouri, R.N., 2022. Analyzing Toni Morrison's The Bluest Eye in Terms of Bakhtin's Notion of "Heteroglossia". *Theory and Practice in Language Studies*, 12(9), pp.1945-1951.
- Dembek, K., York, J. and Singh, P.J., 2018. Creating value for multiple stakeholders: Sustainable business models at the Base of the Pyramid. *Journal of Cleaner production*, 196, pp.1600-1612.
- Dewnarain, S., Ramkissoon, H. and Mavondo, F., 2019. Social customer relationship management: An integrated conceptual framework. *Journal of Hospitality Marketing & Management*, 28(2), pp.172-188.
- Emamgholizadeh, S., Jafarzadeh Afshari, A. and Shabani Bahmand, M., 2018. Developing customer relationship management (CRM) processes using standard frameworks and MCDM techniques. *Journal of Industrial Engineering and Management Studies*, 5(1), pp.66-84.
- Fernie, J., Fernie, S. and McKinnon, A., 2018. 09 The of e-tail development logistics. *Logistics and retail management: emerging issues and new challenges in the retail supply chain*, p.245.
- Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R. and Lozano-Quilis, J.A., 2020. Customer relationship management: digital transformation and sustainable business model innovation. *Economic research-Ekonomska istraživanja*, 33(1), pp.2733-2750.
- Juanamasta, I.G., Wati, N.M.N., Hendrawati, E., Wahyuni, W., Pramudianti, M., Wisnujati, N.S., Setiawati, A.P., Susetyorini, S., Elan, U., Rusdiyanto, R. and Astanto, D., 2019. The role of customer service through customer relationship management (Crm) to increase customer loyalty and good image. *International Journal of Scientific and Technology Research*, 8(10), pp.2004-2007.
- Juanamasta, I.G., Wati, N.M.N., Hendrawati, E., Wahyuni, W., Pramudianti, M., Wisnujati, N.S., Setiawati, A.P., Susetyorini, S., Elan, U., Rusdiyanto, R. and Astanto, D., 2019. The role of customer service through customer relationship management (Crm) to increase customer loyalty and good image. *International Journal of Scientific and Technology Research*, 8(10), pp.2004-2007.
- Kamalaldin, A., Linde, L., Sjödin, D. and Parida, V., 2020. Transforming provider-customer relationships in digital servitization: A relational view on digitalization. *Industrial Marketing Management*, 89, pp.306-325.
- Lasky, D. and Yoon, S., 2020. A creative classroom for everyone: An introduction to a small 'c' creativity framework. *Thinking Skills and Creativity*, 36, p.100660.
- Lee, S.M. and Lee, D., 2020. "Untact": a new customer service strategy in the digital age. *Service Business*, 14(1), pp.1-22.

Li, X., Xu, M., Zeng, W., Tse, Y.K. and Chan, H.K., 2023. Exploring customer concerns on service quality under the COVID-19 crisis: A social media analytics study from the retail industry. *Journal of Retailing and Consumer Services*, 70, p.103157.

Mkansi, M. and Nsakanda, A.L., 2021. Leveraging the physical network of stores in e-grocery order fulfilment for sustainable competitive advantage. *Research in Transportation Economics*, 87, p.100786.

Soltani, Z., Zareie, B., Milani, F.S. and Navimipour, N.J., 2018. The impact of the customer relationship management on the organization performance. *The Journal of High Technology Management Research*, 29(2), pp.237-246.

statista.com, (2022), *Homepage*, Available at : <https://www.statista.com/statistics/1337849/morrisons-brand-value/> [Accessed on 26th November, 2022]

Woo, K.Y. and Lee, S.K., 2018. Price convergence in the UK supermarket chains: Evidence from nonlinear cointegration approach. *Economics and Business Letters*, 7(3), pp.115-125.

Zissis, D., Aktas, E. and Bourlakis, M., 2018. Collaboration in urban distribution of online grocery orders. *The International Journal of Logistics Management*.