

University of Wales Trinity Saint David

**Understanding and Engaging in the customer
Experience**

(BMSW5103_LON)

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300-500 words Report

In this report I analysed how internal and external factors affect the efficiency of an organisation and the relationship with customers.

The quality of the organisation is important to make the customer understand that he can place his trust in the company. (Devlin S.J. et Dong H.K. 1994)

Often the more famous is the company, the more checks on its customers and where their money coming from, it will be required to do because in addition to having to avoid any kind of legal problem, it will also have to protect its logo so as not to throw bad news in the name of the company. (Barone F. et Masciandaro D. 2010).

I decided to talk about the company I have been working for for the past 4 years, "Grosvenor Casino", from "Rank Group" which has been offering entertainment and gambling services to its customers throughout the UK for over fifty years. After I analysed what the company has done to adapt to the market, despite being penalised like many other businesses by the restrictions due to "Covid 19", which led to the temporary closure of all venues and an almost total blockage of the business.

It will be interesting to understand how "Grosvenor" has managed, unlike other businesses, to readjust by continuing to offer services to customers even at a distance and limiting the loss of jobs as much as possible. (Walsh D.2021)

Moreover, the company was faced with another imposing obstacle such as "Brexit" which led to a reduction in staff due to the fear of some people having to adapt to this situation and the loss of customers, hindered in travel free as before. (Casino.zone 2020).

Then given a definition of the various marketing keys and which ones we find within "Grosvenor", analysing how external factors have influenced or changed them.

Then I will explain what the company has done to protect itself from them, without losing customer satisfaction and trust and what can do for the future.

Reference

Devlin Susan J., Dong H.K. Service (Winter 2002)
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