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Executive Summary

This report is about The Nviro-Clean company, it will address the benefits and importance of the processes and benefits of Customer Relationship Management (CRM) and Customer Relationship Management (CRM) Quality, as well as the potential benefits of a great customer experience. customer, hygienic environments. The report will also explain the Company Context and a brief description of the company and identify the internal and external factors, including COVID-19, of its positive and negative impact on the chosen organization. Then, also clarify the factors that affected the requirements of the customer and the organisation. Also critically review two CRM models (marketing mix theory and communication mix) and their marketing theories to cover the models' relevance to their strengths and weaknesses. After choosing the two models, perform an analytical selection and justification of a model to apply to the chosen company's Customer Relation Management (CRM) problem. Finally, give recommendations based on and derived from the application that can be practically applied to resolve the company's Customer Relationship Management (CRM).

Introduction

To Identify the potential benefits of a great customer experience.

Nviro has given great importance to customer service and a good relationship with its customers, which is why it recruits quality workers with a lot of communication experience. Over the years, Nviro has worked with primary schools, secondary schools, and universities. for the appreciation of its customers, which leads Nviro to worry about its workers providing training whenever necessary to be able to provide a good service to customers. start cleaning or vacuuming. It is this high customer experience that has made Nviro many contracts spread across London. Health and safety and a good working environment between workers and customers.

Company Context

Nviro cleaning provides cleaning and hygiene services to education, local government, social housing, and commercial organizations. They have been doing this for 25 years and have turned it into art. Nviro cleans 1.5 million m² every day at 750 sites in the south of England with a team of 1,500 highly trained and innovative people.

Nviro considers itself more than a cleaning company. They want to continue to make a difference in people's lives by providing safe, clean, and hygienic environments that delight the senses while improving or maintaining the health of building users. Nviro cares about driving continuous improvement, challenging the status quo to create environments in which your building users can thrive.

Nviro continues to believe in strong, positive relationships at all levels, from the front line to the board.

Always looking to be seen as a strategic partner and part of their business, Nviro is confident in what they do and always wants to work together to gain a mutual advantage, supporting each other's strategic goals. For Nviro, they exist in the market for the sole purpose of consistently providing safe clean and hygienic environments in which its employees can thrive. By consistency, Nviro means they would never compromise their standards, so customers get the best out of them every day, every time they run the service.

Nviro considers that its customers are always first, so they work in safe and hygienic environments. so that everyone who uses the buildings or facilities is safe in every way and for the Nviro workers who also do the service. Nviro followed the legislation and procedures to safeguard the staff and give them well trained in health and safety practices. By clean, Nviro means that they have left the building's customers and users to make up their minds. taste. Nviro, relentlessly asks themselves, 'Would they like to work, study, live or play here, and they do not stop until we are all satisfied. For Nviro, hygiene is vital to improving or maintaining the health of people, because if they get it wrong, the result can be detrimental to the organisation's performance, and reputation. That is why they care about cleaning hygienically without fail, always using the best systems and testing methods. A success for Nviro means it is about building users who feel positive about what surrounds them. Create an environment that promotes a strong. For the management of the relationship with the client Nviro, the relationships between client and company, each party needs to know what another party needs and wants. Nviro over the years of services has always put the customer first so for Nviro a good relationship with customers is fundamental. That is why they carried out an investigation with their customers after collecting data and reached a satisfactory conclusion.

The organisation must find a suitable strategy to keep the customer happy and find a way to improve the services to every satisfied customer.

The internal factors are related to Staff issues, turbulence in prices (suppliers prices increases), increased cost from sickness, due to covid, unable to plan operations due to changing rules, and external factors are linked to turbulent prices (supplier's prices increases, stock availability and deliveries, customer sites closures.

External problems of the company may also be related to political, economic, and environmental. **During the COVID-19 pandemic**, Nviro has created a well-prepared and well-trained team in the use of chemicals to fight the virus from a variety of sources, including Public Health England. Collaboration with Health and Safety experts. Nviro created a means of communication through the internet, WhatsApp group, and emails for a quick way of regular updates and sharing with the team about the correct way to work and availability. Nviro always follows the news and listens to government advice to ensure greater safety for customers and their workers

Due to the COVID-19 pandemic, all Nviro meetings, whether **internal or external**, have gone through virtual means (through Microsoft teams, Skype, or phone), All meetings, **internal and external**, are now taking place through Microsoft teams, Skype, or phone, a this was to comply with the guidelines given by the government, which is recommended social distancing. also, to enable much-needed virtual social contact at this time and support their ongoing partnership working with you. Nviro had a reduction in the number of workers available to work, which led to difficulties in covering all the needs and availability of customers, which led Nviro to face many logistical challenges to be safely overcome every day yet saw a reduction in work of 13% in the last 7 days of virus. for reasons of lack of sufficient work, they were obliged to transfer others to another location to be able to cover the customers' needs.

During the Covid-19 pandemic, they worked to support their customers and take care of their staff especially those on the front lines. For Nviro it aims to keep its staff on the front line and to provide a safe, clean, and hygienic environment. to ensure that your customers and your building users feel comfortable and breathe clean air.

They have always been concerned about keeping both their people who deal with the virus daily and customers and users all feel safe.

They created a group of personnel they called (Touchpoint), daily from Monday to Sunday to do infection control to keep their buildings hygienically clean, all this effort and to help reduce the spread of the virus.

During the COVID-19 pandemic, Nviro felt that it was affected as much as its customers, but they always did everything possible to guarantee a good Customer Relationship

Management, so that their customers continue to receive the users of their buildings safe and well protected from virus, in this way also helped Nviro to continue to collaborate in a normal way with its team.

During the Covid-19 pandemic, Nviro has always remained as flexible and fluid as possible, doing everything possible to support its customers and its service/building users.

Right at the beginning of the COVID-19 pandemic, they worked almost non-stop to be able to guarantee the maximum coverage possible to their clients, who were still carrying out their services in the University buildings, and the users who continued to use the buildings. Nviro was forced to change the way it works to guarantee with a greater focus on those who provide services for the health and well-being of all, especially frontline staff.

During the COVID-19 pandemic, Nviro was forced to invest more in technology to facilitate communication with its team because not everyone could come to work, some did work from home, taking into account the government recommendation on the length of breaks 2 meters between people.

invested a lot in equipment for daily use to be able to protect better from viruses such as; the use of a complete uniform since, (boots, gloves, masks, eye protection), and in the chemical products also training of personnel on body fluid that is verified a lot in the bathrooms and some parts of campuses.

During a pandemic, they always sought to make sure they were using chemicals correctly to fight viruses, so they collaborated with including Public Health England. Despite major external problems such as the arrival of products on time from our suppliers due to the pandemic situation, we had to have a problem with logistics. But their customers have always been able to understand them because, before the COVID-19 pandemic, none of this had happened. A good working environment to work with its customers was a result of a good relationship. so, for Nviro Customer Relationship Management and the key to a good working environment.

Models Review

The two models reviewed by the Nviro clean company are the Model Selection is The Quality Competitive Index (QCI) Model and the CRM Value chain model and the Communication Mix theories cover the relevance of the models such as Marketing Mix, which come from 4ps product, price, place, and promotion. It is a mix of factors and different elements enjoyed together to make a marketing strategy and marketing strategy means having different elements to communicate with the customers. Nviro uses the marketing mix to help the organisation to look at the essential elements which are why called marketing mix or marketing principles. They called the marketing principle because all the principal elements dry the product in the services and sometimes maintain the customer and organisation.

Communication mix means to Nviro, the way the organisation promotes the service and communicates with the customers. Nviro makes the promotions of its services through social networks and its website. On Nviro online portal against all necessary product information, price, places, and promotion.

Customer relationship management (CRM) means to Nviro, the relationship between the organisation and the customer and the customers expect good customer service from the organisation, and the organisation must find a suitable strategy to keep the customer happy and find a way to improve the services to every customer be satisfied.

Nviro has given immense importance to a good relationship with its customers, which is why it recruits quality workers with a lot of experience in communication skills. Over the years, Nviro has worked with elementary schools, high schools, councils, and universities to value its customers, which leads Nviro to worry about its workers providing training whenever necessary to give customers a good service. start cleaning or vacuuming. This high customer experience has made Nviro have many contracts spread all over London. Health and safety and a good working environment between workers and customers.

Customers expect good service from the organisation.

Nviro over the years of experience, a good relationship with its customers has always been a major concern (CRM). Customers expect good service from the organisation. Nviro over the years of experience, a good relationship with its customers has always been a major concern (CRM). to prove that Nviro always cares about its services and customers, which is the satisfaction statement of one of the managers of one of the organizations that provide service, East London University (UEL

According to (Norman *December 2017*), the Campus Manager, at the University of East London, they are always very satisfied with the work that Nviro has been doing over the years. For them, Nviro has shown improvement year after year since the start of the contract. The university's occupancy varies throughout the year and Nviro has adapted its service to provide

a flexible solution in our quieter periods while maintaining the excellent standards they were used to. (Norman December 2017), confirms that the university consistently receives rave reviews from guests who use the facilities and often expect and receive five-star service. Through the quality of cleaning, Nviro helped the University of East London and its conferencing business grow and thus helped the University of East London increase its income, benefiting its students even more. Due to the good services provided by the Nviro to the University of East London, which has been growing year after year thanks to a good relationship and a good working environment, they have helped to increase student demand at the national and international levels. (Norman December 2017), further acknowledges Nviro's health and safety record have been outstanding from the first year they signed a contract to the present his team has worked closely with University East London staff to implement a comprehensive business continuity plan for any incident important or minor that may occur. He feels that the (CRM) between the University and Nviro has been particularly good, and this is reflected not only in the service they receive but also in the relationship with trusted partners. for reasons of a good working environment and relationship, it motivated its employees to wear uniforms from two brands so that they feel part of the University East London team. Nviro has helped to provide a clean, hygienic, and safe environment for young people who come to study at the University of East London to feel at home.

[Case Study Review about UEL](#)

Here's another case study, that talks about one of Nviro's contractors, East London University (UEL). This is one of the clients Nviro has worked with since 2011, the first contract was for 5

years, which ended in 2016. Because there is good Customer Relations Management (CRM), the two have reached an agreement to extend another seven years of the contract that will only end in 2023.

The University East London (UEL) is in East London as its name implies, in total it has three campuses, in Docklands and Stratford (Stratford Campus and University Square Stratford) these three have a total area of 2,771 m² and have a population of a student of 19,000.

The contract with Nviro, daily cleaning with different structures and fabrics, from classrooms offices, gymnasiums, libraries, and accommodation (rooms, common areas including elevators, landings, and 930 kitchens in eleven building blocks). This Nviro contract is administered by a Dedicated Contract Manager and two alternates. The case study explains that the Nviro is also responsible for some areas within the campuses where there is a place reserved for prayers where there are bathrooms next to them and a space to wash the feet, in addition, the bathrooms need a level of much higher maintenance due to greater student utility.

The case study about UEL explains that on Dockland Campus, there are 10 student accommodation buildings that they guarantee daily cleaning along with Nviro where they are responsible for cleaning the bathrooms, cleaning during the conference seasons, and in particular conference facilities and accommodation on site. Ad hoc cleaning requests are made via email by the University's Housing Director, detailing the specific need for cleaning, its urgency, and budget allocations. Nviro was the cleaning service provider during the London 2012 Olympic Games, a period in which UEL received an influx of foreigners who stayed in the accommodation blocks in the Docklands. In addition to providing constant reactionary support during this unusual conference season, Nviro provided extensive ad-hoc clean-up support for the Sports Dock, which was heavily used by international sports teams.

Nviro did the daily cleaning of the Sports Dock (Arena 1, Arena 2, Gym, Fitness Room, Dance Studio, and Auditorium). There are various floor coverings in the different premises; a combination of Altro, vinyl, or wood floors cleaned according to the manufacturer's instructions. All floors are swept and wetted daily and mopped as and when requested. As the case study explains, Nviro carried out daily cleanings in the student residences during this period, five days a week, including all common areas, and also including kitchens, stairs, and corridors. Deep cleaning of student residences is provided twice a year. In Stratford where NHS services are located, Nviro also performs daily cleaning at the Clinical Education Building in Stratford, by the NHS National Cleaning Specification. Our cleanliness is subject to regular audits carried out by NHS auditors. As the case study explains, Nviro is always concerned with Customer Relations Management (CRM), its main objective is to consistently provide safe, clean, and hygienic environments so that all users of UEL buildings can thrive.

Model Selection is The Quality Competitive Index (QCI) Model and CRM Value chain.

According to “(Starkey & Woodcock, 2002), the Quality Competitive Index (QCI) model is a type of customer management model. According to this model, a business needs to perform

certain tasks that help in acquiring new customers and retain old customers (Starkey & Woodcock, 2002).”

Nviro knows that to keep old customers and be able to acquire new customers, they need to perform some tasks that help in the intended acquisition. This method that Nviro has been using throughout its existence, mentioned a reference from the University East London (UEL), where the top manager of this university addressed the relationship between Nviro and the university Customer Relationship Management (CRM) this is one of the most customers that confirms the good relationship that Nviro has shown to be able to keep their old contracts to get more new contracts(customers).

The Quality Competitive Index (QCI) Model is a type of customer management model. this model is quite different from the other existing CRM models. According to this model, for the company to be able to acquire new customers and be able to keep old customers, it needs to do some tasks that help in the intended acquisition (Starkey and Woodcock, 20002). This model is more concerned with managing customers than creating a good environment with customers. A good relationship with customers is synonymous with attracting more employees. According to (Woodcock, Edwards, Tonne, & Armstrong, 2009), contractors do not care much about long-term contracts with employers, the most fundamental thing for them is revenue management, which is why the model (QCI) helps to observe present practices and create a frequent approach to improve the customer management process.

According to “(Buttle 2004), the CRM Value chain model of Customer Relationship Management (CRM) is a model that provides insights to the business on how to develop and implement CRM strategies.”

This model was developed by Francis Buttle in the year 2004 (Buttle 2004). Its main objective is to unite the organization's internal and external processes to create value for the customer to obtain more benefits.), this model provides insights for companies to expand and implement Customer Relationship Management (CRM) (Gummesson2015).

Recommendations

I would recommend that Nviro increase team engagement and motivation. This is a crucial point to keep in mind for retaining employees in today's market and Increasing the number of pieces of training, including refreshing training for all staff regardless of the position they take. I would also say more workshops are also needed to discuss and develop staff.

Human Resource Sector

I would recommend doing more training on the H.R sector for the supervisors and hand in charge, this is where I see the most problems happening where either hand in charge or supervisors are rude to the cleaning operative, in the way of breaking down the message to not sound aggressive, Another key point I see, for some hand in charge not having a clear concept of their roll and treating people unfairly.

All this lack of knowledge is due to not a proper training from the H.R sector, with a good training situation should not escalate to a higher management situation. Also, to clarify supervisors roll from hand to charge because for some people these positions are still confusing. Nviro should give opportunities to their supervisor before looking externally for a management position, they never get the chance to develop within the company

Protected Characteristics,

protect all deference found among its employees, e.g., Age, sex, disability, ethnicity, gender reassignment, religion/belief, sexual orientation, marriage/civil union, and pregnancy/maternity, being as such in the governing law of the workers' rights.

I would recommend them to create opportunities for there to be English courses so that these workers with little command of the English language can learn and can increase their knowledge in the work they do and know how to deal even better with their colleagues with whom they work. as well as with Customers. An understanding of the English language in both writing and communication will help them understand better the 9 protected Characteristics.

Diversity,

Nviro employs all different nationalities from the African continent, Eastern Europe, South America, Asia, and nationals (English). Among these workers, many arrive with little command of the English language, both in writing and in communication, but the company tries to provide opportunities, some manage to stay, and others end up giving up and looking for another job where they communicate less due to language difficulties.

By training, they train workers, so that they can better deal with customers, products, machines, and the environment. I also know as a company worker, that Nviro has its portal where workers can find all information about the company and hits, from payslips, P60, job vacancies, and updates on the COVID-19 pandemic, and communicate a lot through emails and WhatsApp groups. That is why I recommend the English course so that they can facilitate communication with their customers and so that their employees do not make mistakes when changing products and requesting the use of machines and can provide better assistance to customers when they need it, helping the company to get valuable feedback from your employees.

And Nviro guarantees that the employees will join a company where everyone is proud of what they do and why they do it. They will thrive in a family culture where everyone supports and encourages each other, values individuality, and treats each other fairly. Join Nviro and help them make a difference in their customers' lives."

The recommendations that can be applied in practice to solve the company's Customer Relationship Management (CRM). Nviro is not only concerned with doing cleaning work to earn their money but they are also concerned with their workers who are the reasons for the company's good reputation, the dedication of its staff, together with their knowledge and ideas, which define everything that the company has won and continues to win. the company's great secret is the human relationship both with its workers and with its customers. They care a lot about providing a good working environment with guarantees, quality of cleaning, and hygiene in which their customers wait. Their philosophy, workers mean everything to them because they know how to treat people well results in a good relationship with customers. Because it is not just about creating a thriving experience for your customers, it is also about creating a thriving experience for your employees.

I would like to recommend Nviro, about the holidays, to be added to your portal where all workers can consult holidays, which is also to place an order without calling the manager or sending an email. Also, Nviro does not pay any worker who works on these holidays receives as a normal day when it could be a paid duple and they give different work contracts like; 29 weeks, 44 weeks, and 52 weeks, this forces those with fewer contract weeks to stop at a certain time when students go on vacation. That is why I would recommend that Nviro renew these contracts to avoid running the risk of losing workers because anyone who was stopped in this period will have to go look for another job to be able to support his expenses.

and a lot of the times when you get a job in the other organization you may not go back to Nviro.

Conclusion Summary of the report and key benefits.

In conclusion, this assignment requested to talk about an organisation of our choice, where I choose the organisation where I work for many years and I know very well, I talked about their relationship with their customers (CRM) and the impact of the COVID-19 pandemic, which affected the organisation internal and external.

The report talked about the company, and I addressed the benefits and importance of the processes and benefits of Customer Relationship Management (CRM) and Customer

Relationship Management (CRM) quality, as well as the potential benefits of a great customer experience, and hygienic environments. The report also explained the context of the chosen organization and provided a brief description of this company and identified the Internal and External factors, including COVID-19, of its positive and negative impact on the chosen organization. Then I also clarified the factors that affected the requirements of the customer and the organisation. I also mentioned two CRM models (marketing mix theory and communication mix) and their marketing theories to cover the models' relevance to their strengths and weaknesses. Then I choose two models from the models I had learned during these weeks of learning in sequence I made an analytical selection and justified a model to be applied to Nviro in Customer Relationship Management (CRM) problem solutions. Also in this report, I was able to present an example of an Interview of one of the responsibilities of one of the contractors of Nviro clean company, I added Case Study about UEL, and finally, I presented the ideas that I found as recommendations for Nviro clean company and its employees and derived from the application that can be applied in practice to solve the company's CRM.

In the beginning, it was not easy to choose the organization to be able to describe but I ended up referring to the company where I work later to be able to frame the questions recommended by Dra Rula Alousi. After reviewing the notes taken during the teacher's explanations and ideas exchanged with my classmates, it was up to me to better fit in to be able to answer the assignment questions. Understanding Engaging in the Customer experience was a very important doodle, it allowed me to better understand Customer Relationship Management (CRM), everything I learn will help me in my career considering my dream after finishing the course to be able to open my company, I know how to relate to your customers. Finally, I would like to thank Dra Rula Alousi for her patience in bringing us together and for the collaboration of all my colleagues.

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