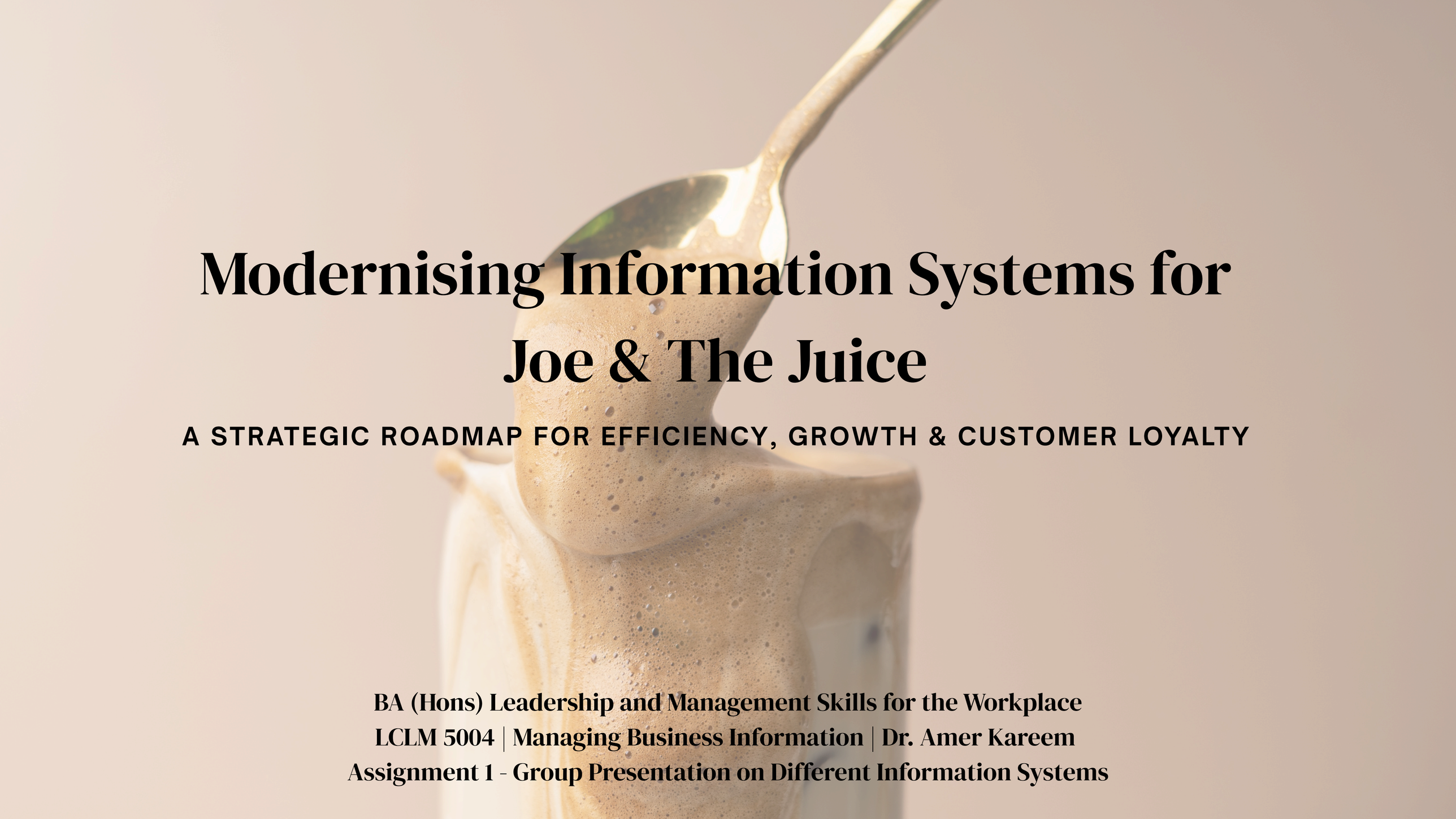


Modernising Information Systems for Joe & The Juice

A STRATEGIC ROADMAP FOR EFFICIENCY, GROWTH & CUSTOMER LOYALTY

BA (Hons) Leadership and Management Skills for the Workplace

LCLM 5004 | Managing Business Information | Dr. Amer Kareem

Assignment 1 - Group Presentation on Different Information Systems

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Introduction



Client Background

Business Model

- Premium juice bar and coffee chain founded in Copenhagen (2002)
- Focus on fresh, organic products with lifestyle branding
- Music, energy, and customer engagement as core values

Global Growth

- Expanded to 300+ locations across 18 countries
- Rapid franchise expansion model with digital ordering integration

Current Challenges

Operational Complexity:
Managing inventory, supply chain, and quality across multiple countries

Customer Experience:
Long wait times during peak hours, need for personalisation

Data Fragmentation:
Difficulty tracking sales, preferences, and operational metrics in real-time

Digital Integration:
Need for seamless mobile ordering and loyalty program management

Information Systems: Foundation for Digital Success

Why Information Systems?
To scale sustainably, Joe & The Juice requires integrated IS to streamline operations, enhance customer experience, and leverage data for strategic decision-making (Laudon & Laudon, 2020; Porter & Millar, 1985)

What Are Information Systems?
Information Systems (IS) are integrated sets of components for collecting, storing, processing, and distributing information to support decision-making, coordination, and control within organizations (Laudon & Laudon, 2020)



Operational Efficiency
Automate routine tasks, reduce errors, optimize inventory management, and streamline supply chain operations (O'Brien & Marakas, 2011)

Strategic Decision-Making
Real-time analytics provide insights into sales patterns, customer preferences, and operational bottlenecks for data-driven decisions (Davenport, 2006)

Enhanced Customer Experience
Mobile ordering, personalized recommendations, loyalty programs, and reduced wait times create competitive advantage (Peppers & Rogers, 2016)

The Strategic Imperative
In today's competitive landscape, IS are not optional - they are fundamental to survival and growth. Companies leveraging IS effectively can respond faster to market changes, understand customers better, and operate more efficiently than competitors.



CRM

CUSTOMER RELATIONSHIP MANAGEMENT

CRM System

CUSTOMER RELATION MANAGEMENT

Customer Relation Management (CRM) is a system technology that helps business manage customer interaction and data to improve relationships, royalty and sales.

Core Function

- Manage customer data
- Track purchase
- Automates communication

How CRM Helps Joe & The Juice

- Customer service: staff team can instantly view a customer’s history and preferences (e.g. favourite juice or shake), to improve speed (Sales, 2025)
- Customer Loyalty: CRM supports a digital loyalty program that rewards repeat visits and sends personalised offers
- Marketing



CRM Benefits and Risks

Benefits

- Boost Customer Loyalty: Joe & The Juice’s loyalty program can be improved by rewarding loyal consumers and personalising products.
- Increases efficiency in communication and service.
- Supports better marketing.

Risks

- Data security and privacy risks
- High costs of the system and staff training



ERP

ENTERPRISE RESOURCE PLANNING

ERP System

ENTERPRISE RESOURCE PLANNING

- A software system that supports organisations streamline their core business processes.
- The sale is made.
- The system triggers an update.
- Inventory levels are automatically adjusted.



ERP Benefits and Risks

Track sales and performances across over 380 locations globally.

Access real-time insights for better decision-making on product mix, pricing and promotions.

Revenue, costs and other key metrics are always up-to –date and accessible for decision making,

System tracks inventory in real-time forecasting demand based on sales. Data, season ability and trends.

It helps prevent costly overstocking of perishable ingredients.

Avoids customer disappointing stockout.

Joe & the Juice can consolidate all financial data, including accounting, budgeting, and billing, into one system.

ERP system is a key benefit for a company focused on growth, growth, and growth. Standardizing processes across the entire chain makes adding new locations and markets more efficient.

BENEFITS AND LIMITATIONS

For a company focused on profitable growth and controlling costs, automation reduces manual errors and administrative burdens.



MIS

MANAGEMENT INFORMATION SYSTEM

MIS System

MANAGEMENT INFORMATION SYSTEM

STRENGTHS OF USING AN MIS IN DECISION-MAKING



UNIFIED REPORTING AND PERFORMANCE MONITORING



FASTER, MORE INFORMED RESPONSE



IMPROVED STRATEGIC PLANNING

MIS System

MANAGEMENT INFORMATION SYSTEM

POTENTIAL WEAKNESSES OF AN MIS FOR DECISION-MAKING



DATA QUALITY AND ACCURACY



IMPLEMENTATION COSTS



RESISTANCE TO CHANGE



ETHICAL CONSIDERATIONS

INCLUDING WORKAROUNDS & RESPONSIBLE USE

Ethical Considerations



Data Privacy & GDPR

- Risk of misusing customer or employee personal data
- Data breaches or unauthorised access could harm brand trust
- UK GDPR requires fair, lawful use with consent and user rights; violations can lead to legal penalties and fines (ICO, 2023)



AI Bias & Algorithmic Discrimination

- Biased algorithms can exclude or misclassify customers
- AI decisions may lack fairness or transparency
- Unintended profiling through CRM or DSS tools



Employee Monitoring & Surveillance

- ERP and scheduling systems may over-track staff
- Workplace surveillance is linked to higher stress, lower job satisfaction, and reduced morale and trust (Glavin et al., 2024)
- Lack of consent or clarity creates ethical tension.

Workarounds & Responsible Use

For Data Privacy & GDPR

- Use opt-in consent and clear privacy notices
- Let users access, edit, or delete their data
- Conduct regular audits for GDPR compliance

For AI Bias & Fairness

- Train AI systems on diverse, representative datasets
- Regularly audit algorithms for fairness and bias
- Ensure transparency in how AI makes decisions and allow human oversight (Sun et al., 2025)

For Employee Monitoring

- Be open with staff about monitoring policies
- Use data to support staff, not penalise
- Include staff in the rollout and feedback process

REAL-WORLD CASE STUDIES



Real-world Case Studies

COSTA COFFEE

- Implemented ERP to integrate supply chain and procurement (GEP, 2024)
- CRM supports Costa Club loyalty programme
- Improved operational efficiency across UK outlets

PRET A MANGER

- Digital transformation focused on customer experience. (PA Consulting, 2024)
- Uses DSS to manage staffing, product lines, and store performance
- Rapid adaptation to changing market conditions post-COVID

STARBUCKS

- Uses CRM and mobile app for personalised customer engagement (PanGrow, 2024).
- AI-powered product recommendations and loyalty tracking (Jain, Mahek (2023)
- Strong data analytics for business decisions
- Transparent use of customer data supports ethical practices



RECOMMENDATIONS & CONCLUSION

Recommendations

Joe & The Juice is ready for system modernisation and we recommend 3 phases:

SHORT TERM: 0-6 months

Set up a modern POS and CRM pilot at the main shops. This should include loyalty programs and mobile payments.

MEDIUM TERM: 6-18 months

Use cloud ERP (retail module) to keep track of finances, inventory, and orders from one place. Start with a few shops.

LONG TERM: 18-36 months

To make a DSS/MIS analytics stack with store dashboards, forecasts, and location analytics over the next 18 to 36 months, use data from both ERP and CRM systems. Add models that can predict demand, staffing needs, and growth. (iSchool | Syracuse University, 2025)

Conclusion


Operational efficiency: Reduction in average service time.
Decrease in food waste.
Increase in customer loyalty.
Informed decision
Improvement in gross profit margin.
Recommended systems:
ERP for internal operations and supply chain
CRM for loyalty and customer data management
DSS for reporting and forecasting

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