

BMSK5003

by Monica Iftode

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Module Assignment Submission

Student Name:	Monica Iftode
Student Number:	2008839
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Module Title:	Understanding and Engaging in the Customer Experience

Statement of Confirmation of Authenticity

By the act of making this submission, the student declares that this is the work of the student named above. The work has not, in whole or in part, been knowingly presented elsewhere for assessment, or where assessment has been built on a previous assessment, this has been identified. Where materials have been used from other sources it has been properly acknowledged. If this statement is untrue, the student acknowledges that an assessment offence has been committed.

Attention is drawn to the plagiarism and unfair practice policies of the University.

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Abstract

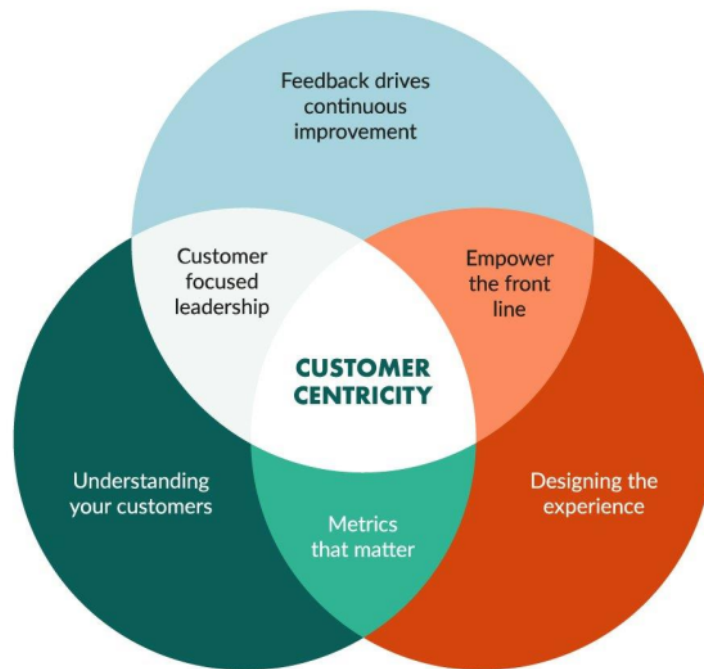
The purpose of this study is to identify both positive and negative aspects of the relationship the population has with the restaurant in question (opinions regarding staff, products, and services). A series of proposals will be formulated based on results obtained to improve the relationship between the organization and its customers. These proposals will be a part of a comprehensive managerial program to be implemented during the course of the program. An analysis of how CRM (Customer Relationship Management) is implemented at my former restaurant, with a focus on how it is applied to the company as a whole.

Introduction

Business customers are those who purchase products or services through the mediation of financial transactions. According to Nguyen & LeBlanc (1998), a company's image improves when customers feel valued, and the company offers better customer service. The term "customer" refers to a buyer or consumer. They can be categorized as active or inactive, frequent, or sporadic, large, or small in volume, satisfied or dissatisfied, and based on their potential.

Customer relationships represent the real "capital" of performing companies, which determines their future market value through the accumulation of knowledge and experience. Companies exist to serve their clients, earning the loyalty of their customers, which generates high profitability by providing impeccable service, (Kopp, 2022).  Organizations will operate according to the principles of customer orientation (Riserbato ,2021).

This figure illustrates the fundamental principles of a profitable, customer-focused business:

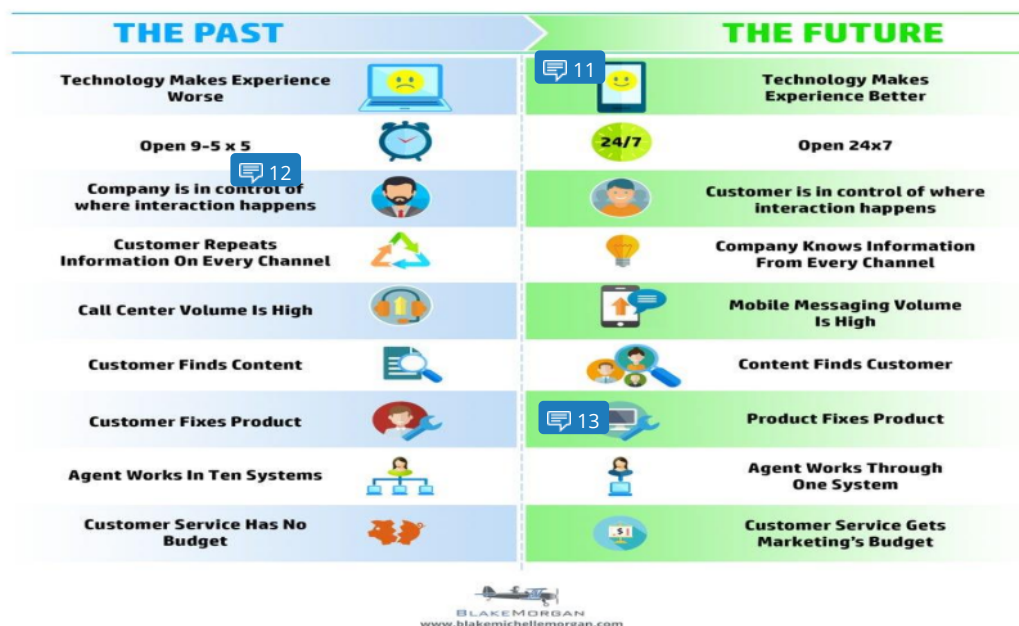


Steven MacDonald (2022)

Organizations that are successful place a high priority on improving relationships with their supply chain partners and especially on establishing closer, lasting relationships with their customers. Managing the relationship between firms, distributors, and consumers has undergone significant changes over the past 30 years. In order to increase customer loyalty levels, companies need to pay more attention to determining customer loyalty coefficients (Dick & Basu, 1994). It is critical for companies to consider several activities when adopting a customer-oriented strategy (Hartline, et al., 2000). Define and measure the rate at which new customers are attracted and current customers are retained. An excellent way of identifying the causes behind the loss of customers and finding ways to combat them is to create a graph showing the share of customers lost for each cause (Tenthat, 2021).

Calculate the unrealized profit resulting from the loss of customers. When a customer purchases products or services regularly from a firm, it represents the value of his loyalty (Flint, et al., 2011). In a certain number of years, this is the profit that the customer would have brought. Assess the costs associated with a reduction of the loyalty coefficient, and devise programs to prevent customers from migrating to the competition. According to Weinstein (2020), organizations should master the 5-S formula - speed, service, selection, sociability, and solutions - if they want to provide more value to customers. A company's customer satisfaction is determined by the quality of its offers and very stable service, but as time passes, customer expectations are sensitive to changes in service (Barton, & Drew, 1991). According to Morgan (2016), individual preferences and a company's ability to innovate contribute to the evolution of customer requirements over time.

The Evolution of Customer Service



Blake Morgan (2016)

Globalization and the development of information and communication technologies have  15 customers the opportunity to choose the offer they consider most advantageous. This has led to an increase in expectations and demands.

Buyer satisfaction is the result of a successful relationship with a company that exceeds expectations. It is satisfying for buyers when they are able to fulfil their expectations and delightful when those expectations are exceeded. Those who are satisfied stay loyal longer, buy more, are less influenced by prices, and recommend the company to others.

Customer satisfaction

A repeat customer is someone who repeats the act of purchasing.

After the purchase, customers will spread the post-purchase feeling of satisfaction to others (friends, relatives, colleagues), which will project a positive image of the company.

As a result, he feels more confident about the choice he made.

Ensure that competitive publications are less important.

The following consequences result from the satisfaction of a consumer for the vendor:

Winning and converting it into a client.

 16 The increase in sales volume (and implicitly, profit) occurs because the satisfied consumer takes the initiative to promote the product.

Establishing a positive market image and reputation.

Customer Relationship Management

17 Chen and Popovich (2003) define CRM (Customer Relationship Management) as the practice of developing and maintaining personal relationships with customers in order to increase profits. In contrast, Payne and Frow (2005) say maintaining a long-term and strong relationship is no longer the ultimate goal of CRM (Customer Relationship Management). This concept is well established in specialized literature and business practice. By implementing a CRM strategy, organizations are able to quickly adapt their behaviour to changes in the market in order to better satisfy the demands of their customers. The goal of customer relationship management is to identify and analyse customer needs and behaviour in order to develop the strongest relationships possible.

18 Even though technology is a significant component of CRM, focusing only on technology may not result in a successful implementation. People, processes, and technology integration are necessary for successful CRM deployment. Many companies are having trouble implementing CRM due to misunderstanding what CRM is and how it works. (Chen & Popovich ,2003).

Customer relationships are structured on five different levels:

19 Traders in the first level sell products without contacting customers.

The second level is encouraging customers to contact the trader if they have any doubts or complaints.

As a third step, the trader calls the customer shortly after the sale to see if the product meets the customer's expectations. Furthermore, he asks the customer about any dissatisfaction with the product and suggestions for improvement. As a result of the information, the company will be able to improve its products and services.

The fourth level is offensive: the trader regularly calls the customer to offer him suggestions about new ways to use the product or information about new products.

In the fifth level, the company works continuously with the client to improve efficiency or save money.

In order to turn them into customers, companies use marketing campaigns. Essentially, a casual customer is one who easily migrates to a competitor's offering. Customers who are constant customers are those who maintain business relationships with organizations on a regular basis, being satisfied with the quality of the products or services they purchase. "Long-term customers buy more, take less of a company's time, are less sensitive to price and bring in new customers. Best of all, they have no acquisition or start-up cost" (Reichheld, 1996). Organizations can turn customers into supporters by implementing customer relationship management strategies. A satisfied customer is more likely to remain loyal to the service provider (Bolton et al., 2000). Customer loyalty is evident when customers are devoted to the brand, becoming its promoters as a result. The groups of people who recommend these brands are those who are loyal to these brands. On the other hand, a growth market may compensate for the lost customers, according to Heathy (1986), in the short run.

20

21

In response to the ongoing development of customer relationships, customer relationship management can be described as an iterative process that involves four stages according to Xu et al. (2002):

22

23

24 First stage: Collecting and processing information about past customer behaviours and revenues.

The second phase involves updating the profile of customer needs and requirements on a continuous basis.

Third stage: Analysing the efficiency of the CRM (Customer Relationship Management) strategy by tracking customer feedback.

The fourth stage is to constantly adapt and improve customer service.

There are a number of CRM (Customer Relationship Management) objectives companies pursue: understanding the needs of customers and anticipating their needs, decreasing the migration rate by increasing their level of satisfaction, motivating customers to become loyal by providing them with offers that provide them and even exceed their expectations, bringing in new customers through online communication, and using information technology to automate sales forces and improve service. In

CRM, the activities of contact with the customer are automated at the operational level. There are many CRM solutions available from software solution providers that automate marketing, sales, and customer service.

Activities associated with the automation of the marketing function include:

- A. in the case of customer segmentation, the data is transformed into relevant information, which is then used to substantiate strategies related to the customer. Segmenting the client portfolio is possible through the systematization of data and identification of customer profiles.
- B. management of communication campaigns. The software solutions manage the coordination of the activities carried out by the different specialists involved in the design and implementation of communication campaigns. The CRM solution automates the process of monitoring and evaluating campaign performance.
- C. responding to customer inquiries

Services provided by CRM software solutions include coordination of communication flows between the different channels utilized by the organization. This enables automation of the following activities:

- A. Interactive voice response (IVR) operations conducted by telephone marketing companies and contact centres.
- B. Services provided over the Internet. A supplier's website may present technical books and troubleshooting instructions without the need for a technician's assistance, for example, for technical equipment.
- C. collaborating partners' activities. This manages information about prospects, orders, stock availability, and product specifications

CRM's analytical level includes the following main aspects:

- A. Customer identification. Customer relations management involves the collection and storage of identification data about clients from the organization. Each department

of the supplying organization has access to the identification data stored in a central database. It is essential to keep these data up to date.

- B. Establishing customer profiles. Data and information about each customer's behaviours as a buyer, user, person, or organization can be used to adapt the strategy. Several variables related to the following main aspects are used to establish client profiles in an organization's portfolio:

26

a. Customer value: the annual value of the customer's purchases, the customer share, and the net present value of the profit generated during the estimated period of the relationship.

27

b. Buying behaviours: type of products purchased by the customer, quantities ordered, frequency of orders, payment behaviours

28

c. Communication between the supplier and the customer: communication channels and types preferred by the customer (phone, Internet, etc.), types of messages that the customer responded positively to, and how the customer uses the channels to communicate.

d. Customer satisfaction is defined by how satisfied the customer is with the company's products, services, employees, and the way in which the company interacts with them.

e. Individual clients may also provide information about their lifestyle: their interests, activities, and opinions.

29 Customer Relationship Management conclusion

The goal of Customer Relationship Management is to build a long-term relationship with customers that is profitable and sustainable. Centralized databases provide customer information and ensure the coordination of marketing, sales, and service departments. Customer relationship management (CRM) orchestrates processes related to the relationship with customers. By capturing and using customer and partner information, the company can improve relationships with them and keep its knowledge current. Communication and promotion play an imperative role in informing, persuading, and reminding the public about a company's goods, services, image, and community involvement. In the process of achieving goals, promotion often plays a crucial role. Regardless of whether the products are of high quality, their ability to sell themselves is unlikely if potential consumers do not know them. A promotional campaign is designed to capture the attention of potential customers and increase sales. Points of sale are used to inform, persuade, train, and maintain customers who are attracted to the product.

In order to increase sales, Bell (1972) outlined seven basic objectives of promotional strategies. Segmenting the market and maintaining or improving it. Making a brand more recognizable, acceptable, or maintainable. Facilitating the sale of products and services. Market education and information. Creating competitive advantage. Enhancing the efficiency of promotional activities.

It is crucial to understand how advertising works, and what its purpose is. Advertising has the purpose of informing the market of the existence of a new product, suggesting new uses, communicating the price change, describing the available services, correcting false impressions, reducing buyers' fears, and creating the company's image. Consumers are persuaded to buy a product by attracting their preferences towards it, encouraging their orientation, changing the way they perceive its attributes, and persuading them to buy it. Recalling a future need, remembering the place of purchase,

keeping the product in mind, keeping the buyer informed about the product are some of the goals of recalling.

Characterization and analysis of the Hoogah restaurant

hello@hoogah-swanea.com

01792 449731

68 Bryn Y Mor Road

Swanea

SA2 4JJ

hygge [HOO-gah]

The company promotes a healthy lifestyle by offering organic products as well as events like live music, fundraisers, and community workshops. There are several stages and objectives in terms of relationships with customers. As part of a product awareness campaign, the product will be advertised to attract new customers. This will achieve recognition on their list of alternatives, stimulate interest in the product, and encourage testing. Responding to the needs and desires of the customer, exceeding their expectations, and meeting or exceeding product specifications to encourage repeat purchases. The goal of creating a community is to become a part of the company's life and to make sure the customer is reluctant to end the relationship. This is achieved by building social connections that prevent the customer from switching products and suppliers. It is also achieved by generating group activities that allow the client to interact with one another. This company has developed a strong organizational structure since entering the market by following the same principles and model. An organization's strategic pyramid is held by the main shareholder, who also serves as its administrator. This ensures everything is aligned and forms a unitary whole so all members can successfully carry out their duties.

Staff members in the service area include bartenders, waiters, and cooks. In addition to their moral and intellectual qualities, they must also possess psychological and physical traits. As a result of paying close attention to consumer demands, the company remains aware of the market demand and knows what offers to offer. The company strives to broaden its status on the market while maintaining its position on the market. The vast majority of customers are Swansea residents. In order to improve the quality of its products and services, management has concluded that finding out what customers want is the key to its success. The supply system is largely influenced by customers, and their purchasing decisions can greatly influence the system. The main objective is to gain and keep customers since the assets of the firm have no value without clients. A positive aspect of HOOGAH is the lack of complaints from customers during the activity, as the quality level of the services is adequate. In addition, it is helpful to appreciate the client's recommendation of the restaurant to others. When a good outcome is achieved, it means that society reaches a high level of consumer satisfaction.

There are numerous advantages to collaborating with local suppliers. Reduces prices compared to more distant suppliers by offering smaller quantities. The company keeps a stock of the products it needs and delivers them only when needed, thus reducing its storage costs. Because of its geographical proximity, it can facilitate closer collaboration between suppliers and society. Due to the fact that transport is only a minor factor in delivery times, delivery times are much safer. Several companies in the same area submit orders on the same transport, which reduces transportation costs. Product delivery time is reduced between the launch of orders and the delivery of products.

HOOGAH is a company that operates bars and restaurants. Consolidation of its position in comparison with its major competitors through increased sales and market share. Market research is conducted by the company to determine how well customers are satisfied and how to establish a lasting relationship with them. This is in order to offer services to young people and people of the second generation. Increasing customer relationships is the goal of this project. Finding out customer needs, ensuring customer satisfaction, and building a solid relationship with customers.

Customer relationship analysis at HOOGAH

Objectives:

Customer perception of the brand.

Images will be categorized according to their nature (favourable or unfavourable).

The attitude of the customer toward the offered products and services.

Assessing the degree of customer satisfaction in terms of price, quality, and variety of products and services.

Identifying the importance of price in the purchase decision.

Identifying the level of awareness of promotional campaigns among customers.

Competitor knowledge assessment.

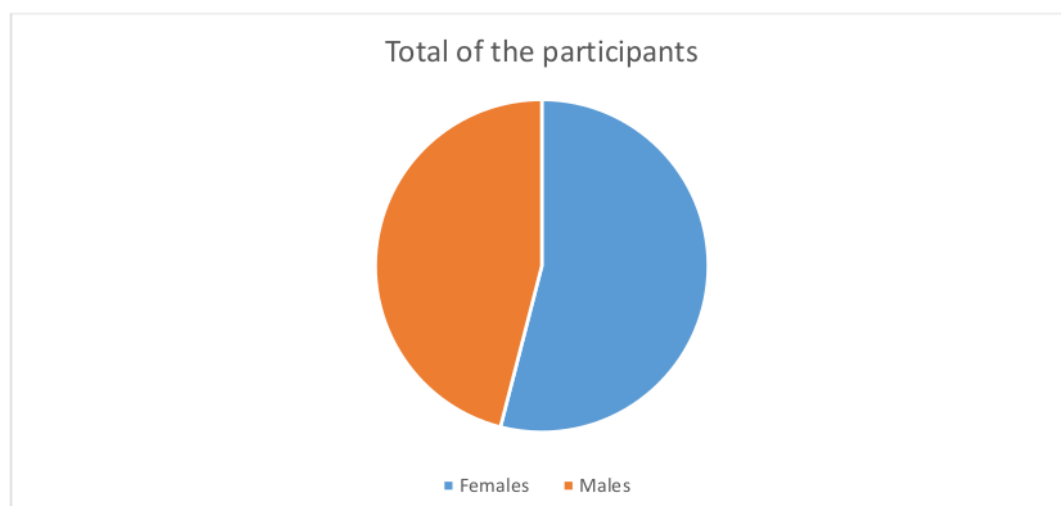
Complaint management.

Data Analysis and Results

Participants were informed of the methodology of the research before the data was obtained. Therefore, it should be noted that the data collection process took place after the participants had been informed about it. This study was designed to ensure the successful conduct of the study, and from the onset, was specified in which fields we desired qualitative information to be collected, as well as how it would be utilized; consent was required from participants since the information would only be used as part of the present study.

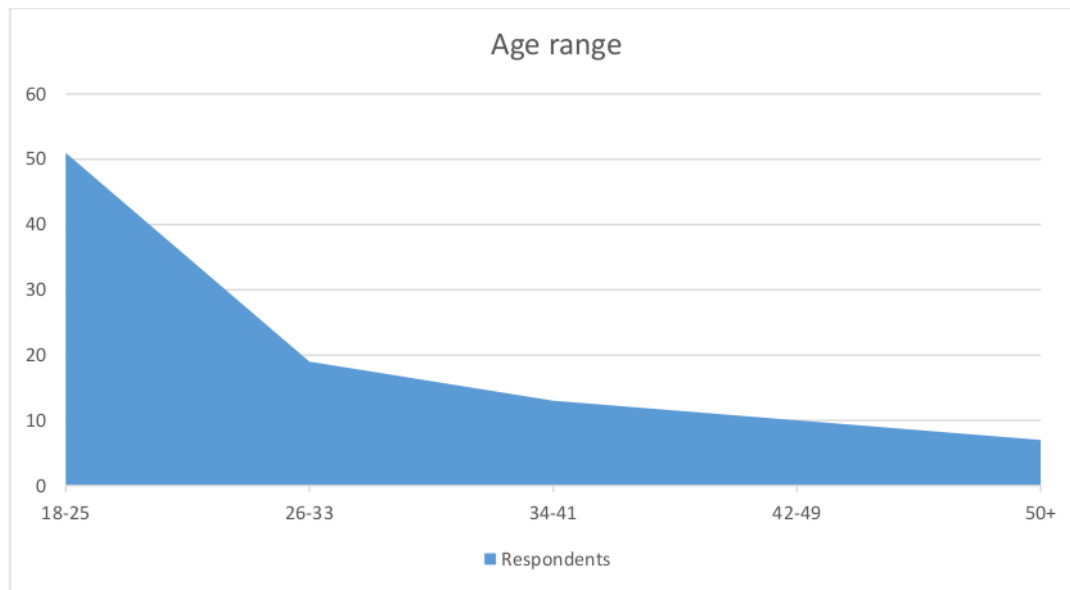
Exploratory Factor Analysis

In this study, a qualitative research method called a survey was used. A questionnaire was used to collect the sample for this study as the primary research tool. One hundred people participated in the survey. A total of 54% of the participants were females, while 46% were males. Therefore, there is no significant difference between the number of females and males who responded.

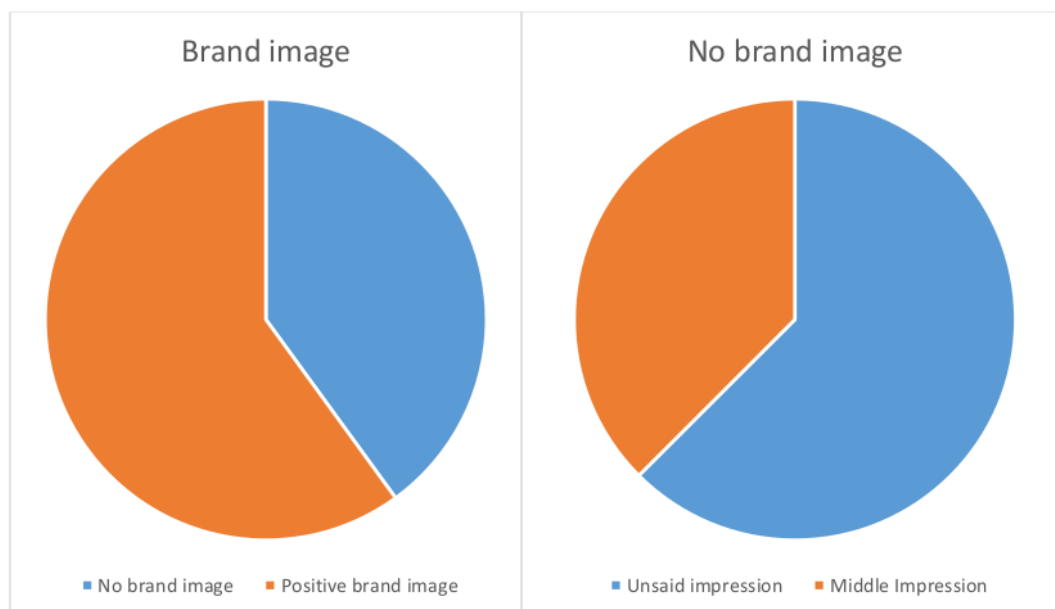


According to the research, 51% of respondents are between the ages of 18-25 years, representing the majority of respondents. Among the respondents, 19% are between the ages of 26 and 33, and 13% are between the ages of 34 and 41. Only 7% of respondents are over 50 years old, and 10% of respondents are between 42-49 years old. As a result of the pleasant environment offered by the restaurant, the majority of respondents are between 18 and 25 years old.

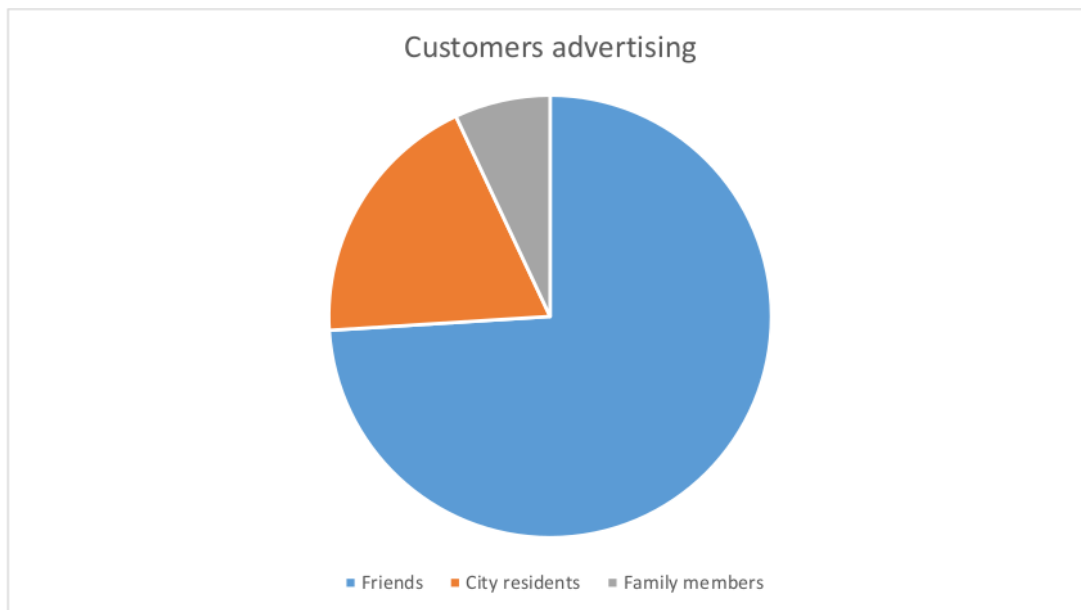
Despite there being no significant differences between female and male customers, the most frequent respondents are in the 18-25 age range, because young people prefer to socialize and spend time with friends.



There are 40% of clients who have no solid image of the brand, 60% who have a very positive impression of the brand, 25% who have a very unsaid impression, and 15% who fall somewhere in the middle. The majority of restaurant customers are satisfied with its products and services. Customers were saturated with the variety of products and services, but they were less saturated with the price.



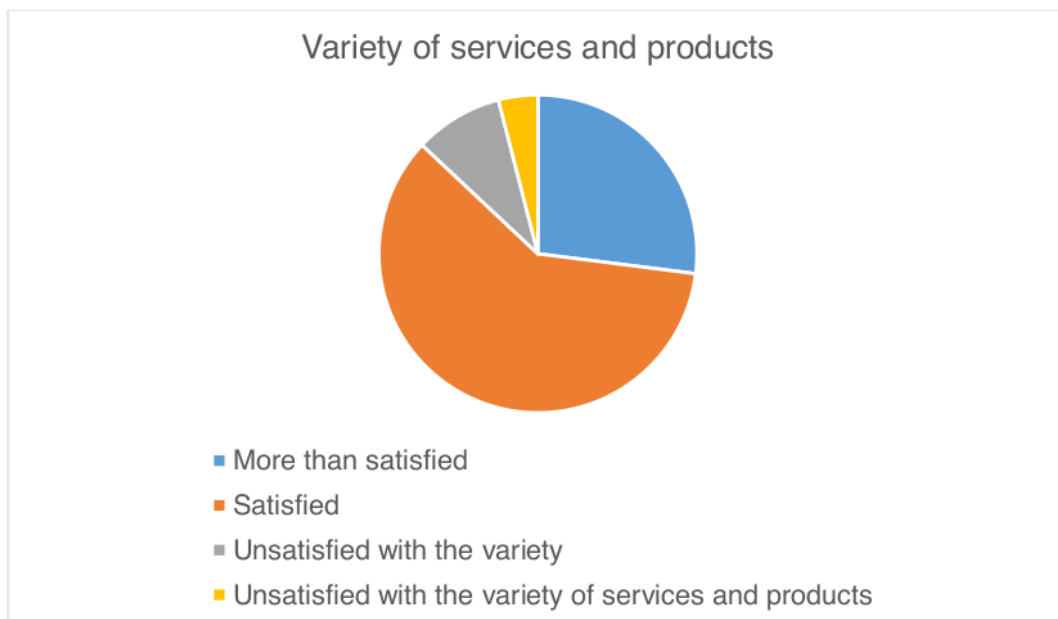
According to the research, 74% of restaurant customers heard about it from friends. In contrast, 19% found out from city residents, and 7% from family members. As a result, friends are a very effective advertising method, gaining momentum among customers and having a positive impact on the company as a whole.



The restaurant ambiance is one of the reasons why 50% of customers choose to be customers. Additionally, customers choose to be customers because of the seriousness, the price, and the quality of products. The price of the goods and services offered by the restaurant is satisfactory to more than half of the customers. The majority of respondents indicated that they are satisfied with the price of the services and products offered by the bar. In addition, 34% said that they are more than satisfied. Only 11% of respondents indicated that they are neutral about the price of the bar's products and services. The remaining 2% said that they are very dissatisfied with the price of the bar.



60% of customers are satisfied with the variety of services and products offered by the company, 27% are very satisfied, and only 9% are very unsatisfied with the variety. The remaining 4% are unsatisfied with the variety of services and products offered by the company.



According to the survey, 84% of respondents think the company practices access pricing, which is extremely significant to the consumer. In contrast, 12% said that the company charges low prices, and 4% said that the company charges very high prices.

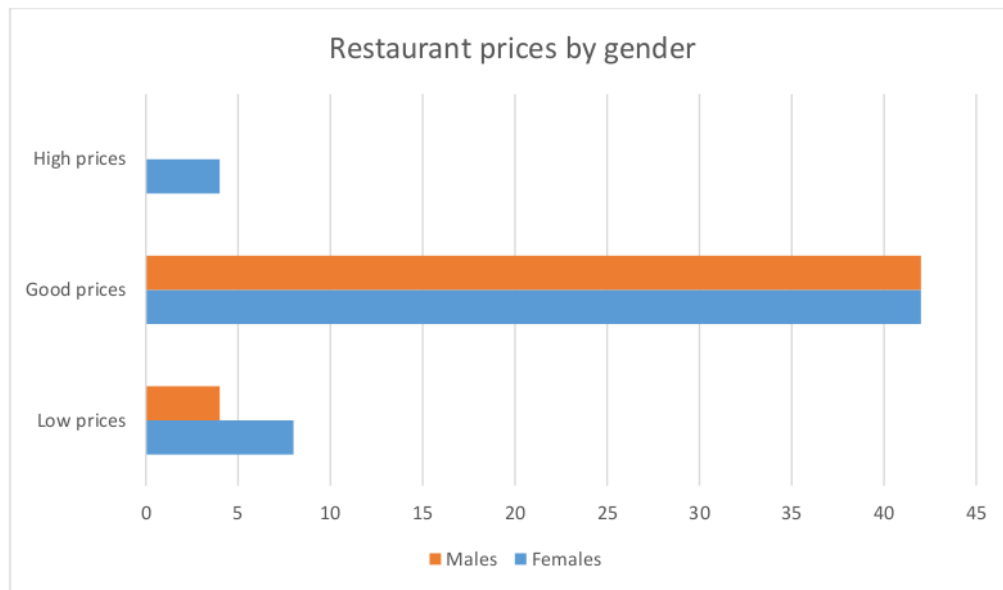


According to the respondents, 56% would choose the competitor's services if they couldn't find the products they were looking for, 16% would choose the competitor's services if the price was lower, 25% would choose the competitor's services if they were disappointed with the quality of services, and 3% would choose the competitor's services for other reasons. In over 75% of cases, customers were satisfied with the way complaints were handled.

What makes the competition's services more appealing to you?					
Gender	Because of the prices	Unable to find the products you were looking for.	The service is below expectations	Other reasons	Total
Females	12	28	14	0	54
Males	4	28	11	3	46
Total	16	56	25	3	100

According to a total of one hundred respondents, twelve people thought the price charged by the company was low, including eight women and four men, eighty-four people believed the price was affordable, including both women and men, and the remaining four respondents, all women, believed the price was very high.

What is your opinion of the company's prices?				
Gender	Low	Accessible	High	Total
Females	8	42	4	54
Males	4	42	0	46



The restaurant can be improved based on experience-based suggestions

Providing a variety of leisure options and additional services.

A larger operating space for the company would be beneficial.

A program extension is being considered.

The ability to negotiate discounts with agents so that the price can be lowered.

A better promotion of promotional campaigns would be beneficial.

As part of its growth strategy, the restaurant now accepts online orders.

The vast majority of customers have positive experiences and are satisfied with the services it provides.

Conclusions based on qualitative and quantitative research.

31 OGAH is a company that places a high level of emphasis on the needs of its customers. One of the biggest advantages is that the management knows the customers well and has a close relationship with them. The promotional campaigns offered and changes to the ambiance have enhanced customer attraction, and it has also been observed that customers pay attention to prices. The company constantly strives to maintain its position in the market and expand its status in the market. Monitoring prices closely, as opposed to competitors, helps maintain a high level of customer satisfaction. The restaurant's main marketing strategy is to promote the brand through the mouths of its customers as well as bring in more people over 30. In order to increase customer satisfaction, new products need to be added, and the price/quality ratio needs to be monitored. In addition, live bands and happy hours will be introduced on quiet days. Because customers enjoy the prices as they are, they should stay the same.

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Appendix 1 Restaurant survey questions

What is your opinion of the company's prices?

1. High
2. Good
3. Low

What makes the competition's services more appealing to you?

1. Because of the prices
2. Unable to find the products you were looking for.
3. The service is below expectations
4. Other reasons

What do you think the restaurant practices access pricing?

1. High
2. Good
3. Low

How satisfied you are with the variety of services and products offered by the restaurant?

1. More than satisfied
2. Satisfied
3. Neutral
4. Unsatisfied

How satisfied you are with price and quality of products?

1. More than satisfied
2. Satisfied
3. Neutral
4. Unsatisfied

How did you hear about us?

1. Friends
2. Family
3. City residents

What age are you?

1. 18-25
2. 26-33
3. 34-41
4. 42-59
5. 50+

FINAL GRADE

GENERAL COMMENTS

Instructor

0/100

PAGE 1

PAGE 2

PAGE 3



Comment 1 |  Knowledge Skills 30%

What are those principles?

If you introduce theory, you must seek to examine it in further detail and transition this to the organisation under review.

PAGE 4



Comment 2 |  Practical Skills 10%

Where is your detailed delivery on this? Its very well including a diagram in your work, but you must draw reference to it and evaluate the relevance and how it impacts on customer value with respect to the organisation you discuss.



Comment 3 |  Cognitive Skills 30%

Examples?
Why and how does this relate to customer value?

You must seek to draw the connections and underlying theories to support your assertions.



Comment 4 |  Cognitive Skills 30%

What is a customer loyalty coefficient?

Why have you introduced this term?

What relevance does this have to customer value?



Comment 5 |  Knowledge Skills 30%

These being?



Comment 6 |  Knowledge Skills 30%

This is lost in your delivery and makes little sense



Comment 7 |  Knowledge Skills 30%

All that achieves is a graph.

To what end is this important and how can the resultant information be used.

What is the impact of customer value?

How does this affect customer value?

PAGE 5



Comment 8 |  Cognitive Skills 30%

Good - you have identified in part something related to customer value and I expect you to capitalise on this in your narrative, exploring the benefits and penalties associated with maintaining a loyal customer relationship.



Comment 9 |  Cognitive Skills 30%

What does this achieve?

What are the benefits?

Are there any downsides to this?

What about Porter's 5 forces?



Comment 10 |  Knowledge Skills 30%

How?

You need to paraphrase and provide evidence to support your claim. Obviously, customer expectations are sensitive to changes in service, but what sort of changes are referred to?

What about change for good, bad and so on? You refer to 'quality of its offers and very stable service' but what is meant by these criteria?

You must seek to explore these in further detail to demonstrate an understanding of the processes, how they impact customer service and how they are evidenced to show that understanding.



Comment 11 | Practical Skills 10%

Please do not include diagrams in your narrative unless they add real value to your delivery.

All this does is cause distraction from the narrative and would be far better included as an appendix, which you can then use to draw salient points from to make your argument, or case in the delivery.



Comment 12 | Transferable Skills 10%

Please do not include diagrams in your narrative unless they add real value to your delivery.

All this does is cause distraction from the narrative and would be far better included as an appendix, which you can then use to draw salient points from to make your argument, or case in the delivery.



Comment 13 | Practical Skills 10%

If you include diagrams, they are better to be included in the appendices and the narrative should then relate to salient points from the diagram to support your critical argument and delivery.



Comment 14 | Literature 20%

incorrectly referenced

PAGE 6



Comment 15 | Cognitive Skills 30%

So what is the impact on customer value?

How can these criteria be addressed by organisations to address customer value and increase that value to retain customers?

Again, Porters 5 Forces would have been an ideal starting point here and even the inclusion of the 7P marketing mix would have supported your argument to develop and enhance customer value, referring to the tactics (or marketing activities) that we have to satisfy customer needs and position our offering clearly in the mind of the customer. It involves the 7Ps; Product, Price, Place and Promotion (McCarthy, 1960) and an additional three elements that help us meet the challenges of marketing services, People, Process and Physical Evidence (Booms & Bitner, 1982).



Comment 16 | Cognitive Skills 30%

Please do not list things without a deeper examination of their significance and/or meaning with relation to the assignment criteria.

In this instant you are required to critically analyse the factors that impact on your organisations ability to maximise customer value.

There is little evidence of a focus on your organisations ability to maximise customer value and more on a generic approach.

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Comment 17 | Knowledge Skills 30%

Good. A good explanation of CRM and I am interested to see how you transition this into your organisations ability to maximise customer value.



Comment 18 | Cognitive Skills 30%

So what is the resultant impact on customer value?

Clearly there is a danger here that customer value can be adversely affected by poor CRM practises, be that from poor technology or misinterpreting data or even CRM as a whole.

I am anticipating how you intend to transition this into customer value as the connection between the 2 is essential.



Comment 19 | Cognitive Skills 30%

What relevance is this to customer value?

You have allowed the focus to drift into CRM which is not required.

PAGE 8



Comment 20 | Literature 20%

1986 or 1983?

Your reference section indicates 1983.



Comment 21 | Cognitive Skills 30%

This is an ideal opportunity to discuss customer value and the impact resultant from CRM into that value.

Unfortunately you have omitted to achieve that and lost valuable marks in the process.



Comment 22 | Transferable Skills 10%

The article you refer to is about

adopting customer relationship management technology, which you use to underpin the relationship with CRM. In order to achieve this properly, you need to identify the link between the 2 and draw the relevant theory to practise of that.

As the article implies, the paper begins with the basic concepts of CRM, elaborates the characteristics, reviews its brief history and addresses the current status of CRM. Then it develops the extended concepts of CRM from micro - and macro - perspectives. In the "Implementation and tips" section, it concludes the proper steps to approach CRM and how to bear a right attitude towards CRM solutions. Related Government rules are also covered.

You had a good opportunity to transition that into customer value achieved through properly implemented CRM processes, so again its about closing the loop.

Your work would also benefit from the evidence of theory to practise, ie, where the theory has been proven to work in real life, but also adopted/adapted as part of that process to demonstrate how organisations are creative, yet recognise the customer value focussed around their brand.



Comment 23 | Literature 20%

Incorrect date.

Xu, Y., Yen, D. C., & Lin, B. (2002). *Adopting customer relationship management technology. Industrial Management & Data Systems*, 102(8), 442-452. Retrieved July 19, 2022, from, <https://doi.org/10.1108/02635570210445871>

You must apply due diligence and ensure your referencing is accurate, otherwise this becomes very confusing.



Comment 24 | Cognitive Skills 30%

Again, please do not create lists unless you intend to discuss each criteria in greater depth.

Further, this list has no relevance to customer value, consequently the narrative is wasted.



Comment 25 | Cognitive Skills 30%

The article you refer to is about

adopting customer relationship management technology, which you use to underpin the relationship with CRM. In order to achieve this properly, you need to identify the link between the 2 and draw the relevant theory to practise of that.

As the article implies, the paper begins with the basic concepts of CRM, elaborates the characteristics, reviews its brief history and addresses the current status of CRM. Then it develops the extended concepts of CRM from micro - and macro - perspectives. In the "Implementation and tips" section, it concludes the proper steps to approach CRM and how to bear a right attitude towards CRM solutions. Related Government rules are also covered.

You had a good opportunity to transition that into customer value achieved through properly implemented CRM processes, so again its about closing the loop.

Your work would also benefit from the evidence of theory to practise, ie, where the theory has been proven to work in real life, but also adopted/adapted as part of that process to demonstrate how organisations are creative, yet recognise the customer value focussed around their brand.

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Comment 26 | Cognitive Skills 30%

The criteria is to critically analyse the factors that impact on your organisations ability to maximise customer value. Whilst you focus on CRM you are not demonstrating the relevance or importance of CRM or even its connection to customer value.



Comment 27 | Knowledge Skills 30%

This is the first time you attempt to introduce customer value related to CRM, but again you have not capitalised on that by seeking in greater detail how customer value is achieved via a critical analysis.



Comment 28 | Cognitive Skills 30%

Descriptive and no critical analysis evidenced.

PAGE 11



Comment 29 | Cognitive Skills 30%

Again, the assignment criteria requires that you critically analyse the factors that impact on your organisations ability to maximise customer value.

You must understand and seek to address the assignment criteria otherwise you will not score adequate marks to pass.

You appear to be selective in your delivery, choosing a subject related to the module that interests you, delivering the work in a descriptive manner. There is no evidence of any critical work.

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Comment 30 | Cognitive Skills 30%

This is not required.

The assignment criteria requires:

- a) Critically analyse the factors that impact on your organisations ability to maximise customer value.

b) Critical understanding of your organisations quality processes and its effectiveness in meeting customer requirements.

There is no evidence of part b being addressed.

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Comment 31 |  **Cognitive Skills 30%**

I am at a loss to understand why you have included this example.

As mentioned previously, you must seek to understand the assignment criteria and address that. Not some form of interpretation you feel would suffice, with the consequent result that you will not score sufficient marks to achieve a pass.

a) Critically analyse the factors that impact on your organisations ability to maximise customer value.

b) Critical understanding of your organisations quality processes and its effectiveness in meeting customer requirements.

There is no evidence of any critical approach to your work and you evidence that you do not understand the criteria required of you.



Comment 32 | Transferable Skills 10%

Score: 28%

The submission date for this assignment was 17 July 2022. You submitted on 30 July, 22, 13 days late.

In accordance with university regulations any submission 7 days after that date will have a result capped at 40%.

Late submission of the assessment will result in a late penalty mark.

Penalties for late submission:

Up to one week late, maximum mark of 40%.

Over one week late, 0%.

Only the Extenuating Circumstances Panel may approve a change to submission dates.

For future reference you must submit your work in time to achieve any grade.

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Comment 33 | Literature 20%

17 references required out of a minimum 20 expected at this level.



Comment 34 | Literature 20%

1979 or 1972? Consistency is key

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GRADING FORM: BMSK5003

LITERATURE 20%

There should be at least 20 academic references to support your work from a variety of valid and reliable academically researched sources. These can, and should include, books, journals, websites, newspapers, videos and other relevant academic sources that the student considers appropriate. A reference list should be provided using Harvard referencing convention for all pieces of work. A Harvard referencing guide will have been provided to students at the commencement of this module.



Engagement with a limited range of mostly relevant and credible sources. Some omissions and minor errors. Referencing conventions evident though not always applied accurately or consistently. 9/20

0

KNOWLEDGE SKILLS 30%

Knowledge and understanding of relevant theories and models associated with critical thinking and reflection should be demonstrated. A sound understanding, interpretation and integration of those factors which impact your chosen organisations ability to maximise customer value, its quality processes and effectiveness in meeting customer requirements should be introduced and critically examined, through the introduction, understanding and evaluation of appropriate methodologies, processes and criteria, whilst evidencing your understanding and the organisational rationale for these, leading to a

critical evaluation of the benefits and challenges of developing and maintaining good customer relationships.



Major gaps in knowledge with unsatisfactory, uncritical understanding of the subject matter. Much irrelevant material. Substantial inaccuracies. Significantly flawed understanding of the main methods of enquiry in the discipline. 8/30

0

COGNITIVE SKILLS 30%

Critically analyse the factors that impact on your organisations ability to maximise customer value and a critical understanding of the quality processes along with its effectiveness in meeting customer requirements through the application of appropriate critical analysis methodologies, demonstrating and evaluating different management theories drawing appropriate conclusions aligned with and supported by academic references is essential. Evidence in the form of organisational and personal experiences is required and you should aim to establish how these theories, models and processes align with you and the organisation. The introduction of personal and/or evidential experiences to underpin academic work demonstrates a deeper and wider understanding.



Wholly or almost wholly descriptive work. Little or no critical evaluation and analysis of concepts and principles. Failure to develop arguments, leading to illogical or invalid judgements. Unsubstantiated generalisations or opinion, made without use of any credible evidence. 7/30

0

PRACTICAL SKILLS 10%

Provide relevant examples of how quality processes, the benefits and challenges of developing and maintaining good customer relationships,

along with the challenges faced with maximising customer value demonstrate a critical understanding of those quality systems adopted by your chosen organisation and the controls it employs to maximise customer value and how effective the organisation is in meeting customer requirements. Critical analysis and evaluation are developed as part of the course delivery, with specific models (Pearson's RED, Toulmin) introduced to allow critical thinking and writing development.



Limited or no use of established methods, materials, tools and/or techniques. Little or no appreciation of the context of the application. Limited understanding of the application of theory to practice or making appropriate links between the two. Very weak problem-solving skills outside the context in which they were first studied. 2/10

0

TRANSFERABLE SKILLS 10%

Your report should be presented in a clear and coherent format. Reports should be delivered demonstrating effective formal report writing skills. The inclusion of texts, journals, diagrams, charts, graphs charts and tables supporting the work is encouraged; these should be included in appendices and appropriately labelled in a logical and consistent manner, i.e., Appendix A, Appendix B etc. The report layout, grammar, syntax, spelling and structure should conform to UWTSD standard report writing format, including references, citations and bibliography (where used) compliant with the Harvard Referencing style.



Communication medium is inappropriate or misapplied. Work is poorly structured, disorganised and/or confusingly expressed. Very weak use of language and/or very inappropriate style. Failure to work effectively as part of a group. Little or no evidence of the skills for employment

0

requiring the exercise of personal responsibility and decision-making. 2/10 Score: 28% The submission date for this assignment was 17 July 2022. You submitted on 30 July, 22, 13 days late. In accordance with university regulations any submission 7 days after that date will have a result capped at 40%. Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates. For future reference you must submit your work in time to achieve any grade.