

University of Wales Trinity Saint David

Understanding and Engaging in the Customer Experience
BMSW5103

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Summary of the Organisation

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Introduction

Like any committed relationship, the connection between a business and its customer needs to develop. They need customers to lead a successful business and they going to have certain expectations. In this assignment, I am going to discuss the theory model, analyse, relationship marketing, customer relationship management and topics that have learned so far in my university journey. I will describe how to create customer relationship, expectations and how Covid 19 to affect the business of casino environment.

Background of the Organisation

People entertaining is important for the business, they always want the customers to be pleased of our environment. Manchester 235 casino presenting to the customer's entertainment and hospitality. Located in Manchester, England highly rewired restaurant James Martin, live events, casino games as roulette tables, blackjack, slots machines, punto banco, and poker, elevated customer service deliver joy and satisfaction to the visitors (Zen Media, 2021). The UK's top venue is open twenty-four hours, and everyone is welcome to have a wonderful experience.

Analise of the organization

Analysing the business environment helps in discovering business opportunities, useful resources, assist in planning, and improves the overall performance, growth, and profitability of the business. In the casino environment, management are paying attention to that how to entertain the customers, focusing on how

to deliver good customer service and people could have a good experience with the environment.

Conclusion

I have chosen to write about this organisation because I have many years' experience and I feel comfortable to discuss about this environment. Working in in this environment helped me to develop, time managing, personal growth, knowledge about interesting and important matter about the business.

Reference

<https://www.thegreatnorthern.com/unit/manchester235-casino/#>