

Understanding and Engaging in the Customer Experience

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Chosen organization: International Organization for Migration (IOM)

Introduction

In the recent history of humanity there has never been a calamity matching the scale of the COVID-19 outbreak in terms of mass, social, economic, and environmental effects triggered by the pandemic. The great majority of organizations operating within the countries seriously affected by the recent crisis are currently still dealing with a backlash of far-reaching consequences.

The crisis has been particularly devastating for victims of the illness and overwhelmed the health-care systems, while the financial crisis effect that ensued has been likened to the Great Depression of 1929. Every day, there is a constant level of uncertainty and confusion about the risks that employees face as well as the measures and best practices that organizations should implement as well as stakeholder pressures and government shutdown and recovery plans (including assistance to the most affected companies). Because there have been few in-depth examinations and because the information available is scarce, incomplete, and conflicting, it is difficult for businesses to cope with these uncertainties. When looking at business reports published in newspapers and magazines as a source of information for executives and other stakeholders, it becomes clear that they are one of the most important sources of data available. When examined in isolation, these reports are fragmented and provide just a limited number of cases that do not stand out as particularly noteworthy.

An examination of the International Organization for Migration's early COVID-19 crisis management techniques is being conducted in this research, according to a scoping review of significant business stories that appeared in newspapers and periodicals between March and May 2020, as reported by the International Organization for Migration (IOM).

This is essential for at least three reasons. Despite the present crisis' emphasis on individual vulnerabilities and preventative measures, organizations and workplaces in general continue to function as key vectors for the spread of illnesses like COVID-19, even during times of reopening. There are approximately 436 million businesses around the world, according to the International Labor Organization, that are involved in activities that can be considered high-risk in terms of disease transmission and as a result may be required to temporarily or permanently cease operations (such as retail sales and vehicle repair, manufacturing, and food services) (ILO). Since COVID-19 transmission may occur via economic activity, organizations' regulations during the pandemic are crucial. The first and most significant result is that most companies were either underprepared for the current crisis or lacked resilience in the face of its effects. As a result of the report's focus on real-world examples of processes that have been implemented, corporate leaders and government officials may find it especially beneficial. Organizations have a moral duty to put in place adequate measures

to sustain their legitimacy, react to institutional restrictions, and safeguard the health of their stakeholders, which include workers and consumers, in the face of the epidemic. However, it is still unclear whether or not their acts are in line with social responsibility. Organizational processes and behaviors that have been attributed to organizational leaders and should be avoided in the future are now better known after this study's results were published.

Overview of The International Organization for Migration (IOM)

Those seeking aid and information on international migration concerns may turn to the International Organization for Migration (IOM), which provides services to governments and migrants, including internally displaced individuals, refugees, and migrant workers. The International Organization for Migration (IOM) was established in 1951 as the Intergovernmental Committee on European Migration to assist individuals who had been forced to flee their homes as a result of World War II (ICEM). In 2016, it was elevated to the status of a United Nations agency (Goodwin-Gill, 2019).

The International Organization for Migration (IOM) is in charge of dealing with migration issues (IOM). Providing services and support to governments and migrants alike, the International Organization for Movement (IOM) has as its objective the promotion of safe, orderly, and compassionate migration across the world. Among the major concerns of the International Organization for Migration are migration and development, immigration facilitation, immigration control, and the prevention of forced migration, among other things (Goodwin-Gill, 2019).

Key marketing theories

Marketing mix

Marketing is an ever-evolving business; hence, firms that stay stationary for a lengthy period of time risk slipping well behind the competition. Changes to the fundamental marketing mix over the last few decades are representative of this evolution. Formerly, the Marketing Mix was described by the four Ps, but a more developed seven Ps model is now widely accepted as offering an important depth to the mix, with some theorists going even farther in their explanation (Nugrahaningsih, Alunaza, & Lutfie, 2020).

Simply said, the Marketing Mix is a strategy used by businesses and marketers to determine the offering of a product or brand. Since the 1960 development of the Marketing Mix by E. Jerome McCarthy, the 4 Ps have been associated with it (Nugrahaningsih, Alunaza, & Lutfie, 2020).

The Marketing Mix 7 Ps and its relation to International Organization for Migration (IOM):

- **Product** - The Product should be suitable for the job that customers want it to do, it should be functional, and it should correspond to the expectations of the consumers.

To foster international collaboration on migration-related problems, IOM aims to guarantee the orderly and humane management of migration (Pécoud, 2018).

- **Place** – The product should be offered from the location where your target customer considers it the most convenient to purchase it. For example, this might be done in person, by mail order or via e-commerce, or an online shop. Its headquarters are situated in the capital cities of the nations it serves.
- **Price** – The price-to-quality ratio of a product should never be called into question. One of the key principles of this marketing strategy is the fact that customers are generally ready to pay a bit more money for a product or service that fits their requirements. For International Organization for Migration (IOM), the average cost of a UK-based adviser is between GBP 1,800.00 and GBP 5,400.00. (Including VAT). Unless explicitly indicated differently, all values include VAT.
- **Promotion** – There are several ways that a company may reach out to its clients, including traditional methods like advertising, public relations, sales promotion, and personal selling as well as the more recent usage of social media platforms. The message of the organization should be presented via these instruments in a manner appealing to the emotions of the audience as well as their interests in order to reach the intended audience. International Organization for Migration (IOM) does not need promotion as it is funded by government (Klabbers, 2019).
- **People** – Every organization, from the sales representatives on the front lines to the CEOs, is reliant on the people who run it. Having the appropriate personnel is just as crucial as having the appropriate products or services to offer your customers. For International Organization for Migration (IOM), people from abroad or people who want to travel abroad associate and take help from this organization (Klabbers, 2019).
- **Processes** – In most cases, the delivery of your service takes place with the client in attendance, thus how the service is offered is still another component of what the customer is paying for. According to IOM's constitution, one of its primary missions is "to facilitate dialogue among States and Observers on significant topics and difficulties relating to international migration, with a view to enhancing mutual understanding and cooperation in this area" (Trauner et al., 2019).
- **Physical Evidence** – A physical component is present in practically all services, even if the vast bulk of what the consumer is paying for is intangible. The practice of providing customers with a completed agreement or other written documents is popular in salons and insurance businesses, among others. The "physical product" is still being sent to them even if they do not print it out (in the case of PDFs). Using data from the International Organization for Migration (IOM), we can get a unique

understanding of public sentiments on migration across the globe. According to the Gallup World Poll, which was performed in more than 140 nations between 2012 and 2014, the report outlines the findings of polls done in each of those countries (Trauner et al., 2019).

Customer relationship management (CRM)

It is a technology that has the potential to manage your company's relationships and interactions with consumers and prospective customers. The goal is to strengthen commercial relationships. Customer's relationship management (CRM) systems are useful tools for organizations because they enable them to better engage with their customers, automate business processes, and improve income (Dini, 2018).

A customer relationship management system (CRM), which is a tool that aids with contact management, sales management, productivity, and other tasks, is typically what people mean when they talk about CRM.

Focusing on your organization's relationships with people may be done at any point in the lifespan of your connection with them, including when you are looking for new clients, earning their business, and offering support and extra services as the relationship evolves. This is made possible via the use of a CRM system." (Dini, 2018).

Customer relationship management (CRM) in International Organization for Migration (IOM)

IOM defines customer relationship management (CRM) as a collection of methodologies, processes, and technologies used by businesses in managing and analyzing customer contacts and data across the span of a customer's lifecycle, from the point of sale to after the sale (from acquisition through retention). Other objectives include improving customer service and retention, as well as boosting revenue and market share. Using a CRM system, a firm may gather information on its customers from a variety of sources. For example, a company's website, phone number and live chat facility, as well as direct mail and advertising materials may all be used to get in contact. In addition, CRM systems may provide precise information on their customers' personal information, buying history, purchasing preferences and other issues to their customer-facing people. CRM systems (Trauner et al., 2019).

How CRM benefits International Organization for Migration (IOM)

The International Organization for Migration (IOM) may benefit from customer service staff having quick and easy access to customer information, such as prior purchases and interaction histories, which may help them better serve customers (IOM).

- Using reporting and visualization tools, businesses may learn more about their consumers by gathering and making accessible customer data.

- Simple yet crucial to the business's performance sales funnel and customer service operations are automated (Dini, 2018).

Components of CRM and its relation to International Organization for Migration (IOM)

The simplest kind of Client Relationship Management (CRM) software is one that consolidates and saves customer information into a single CRM database so that corporate users may more quickly access and manage it. Customer relationship management systems (CRM) have been more useful as a consequence of the addition of a number of new features throughout time. In addition, customers' interactions with the company through email, phone calls, and social media are recorded; various workflow automation processes, such as tasks, calendars, and alerts, are automated based on system capabilities; and managers are given the ability to track performance and productivity based on data logged within the system are just a few examples of some of the functions available (Beqiraj, Gauci, & Khalfaoui, 2019).

- **Marketing automation.** Depending on the platform, there are CRM systems that may be used to automate repetitive tasks in order to boost marketing efforts at different stages of the lead generating lifecycle, such as throughout the sales cycle. Using the technology, you might, for example, automatically send email marketing materials to sales prospects with the goal of converting them into paying clients.
- **Sales force automation.** Firms that use marketing automation may improve the management of client connections while also automating essential business operations across the sales cycle. Marketing automation tools make it feasible to follow up on leads, acquire new consumers, and build client loyalty all at the same time (Beqiraj, Gauci, & Khalfaoui, 2019).
- **Contact center automation.** Customer problem-solving and information delivery, among other things, may be aided by pre-recorded audio, which can be integrated into contact center automation to reduce the time-consuming elements of an agent's task. Customers may benefit from the usage of pre-recorded audio to assist them in solving issues and providing information. In order to minimize call times and simplify customer support operations, a range of software solutions are available that can handle client requests and link with the desktop tools of the agent on the other end of the line. Chatbots, for example, are automated contact center technologies that have the potential to improve the overall customer experience (Beqiraj, Gauci, & Khalfaoui, 2019).
- **Geolocation technology or location-based services.** Organizations may utilize technology to generate geo-targeted marketing campaigns based on the actual locations of their customers in some customer relationship management systems (CRMs). This technique may be used in GPS (global positioning system) applications

from time to time. Additionally, it is feasible to use geolocation technology to identify sales prospects based on their physical location as a networking or contact management tool to facilitate the identification of prospects (Beqiraj, Gauci, & Khalfaoui, 2019).

Response of International Organization for Migration (IOM) to COVID-19

The International Organization for Migration (IOM) has been mobilizing its worldwide workforce since January 2020 to react to the COVID-19 pandemic, which has been linked to the Ebola outbreak. The International Organization for Migration (IOM) has partnered with dozens of nations to organize remedies and save lives as the global health crisis evolves into the worst mobility disaster in history (Klabbers, 2019).

IOM's Strategic Preparedness and Response Plan to COVID-19 Pandemic

An extensive Strategic Response and Recovery Plan (SRRP) is being implemented by the International Organization for Migration (IOM) from 2020 to 2021, which will include life-saving humanitarian assistance, mitigation efforts for the impact of COVID-19 on the migrant and society communities it serves, among other things (Beqiraj, Gauci, & Khalfaoui, 2019).

IOM's 2021 SRRP focuses on four strategic objectives:

The following objectives are to be achieved:

- Maintain essential services for displaced persons and mobile populations while mitigating risks and protecting them;
- Enhance public health measures and the development of mobility-sensitive health systems; mitigate the long-term socioeconomic consequences of COVID-19; and contribute to human mobility and the empowerment of societies to become self-sufficient.

How IOM is helping on the Ground

The International Organization for Migration's strategy approach focuses on addressing the most vulnerable and developing operational capacity to handle the pandemic's mobility characteristics. These actions include:

- **Risk communication and community engagement activities:** In order to ensure that public health information is communicated in an accessible and culturally appropriate way to the most vulnerable, including migrants regardless of their immigration status, community networks must be used. A wide range of countries, including Afghanistan, Bangladesh, Greece, and Yemen have all carried out similar investigations of their citizens' health. IOM has arranged information sessions at migrant camps on the Greek mainland, as well as translating official materials and sending more supplies (Beqiraj, Gauci, & Khalfaoui, 2019).
- **Cross-border coordination and capacity building:** Several governments, particularly along Afghanistan's border with Pakistan and Iran have improved the

monitoring of health at entry and exit points (airports, ports of entry, sea ports, and land border crossings). The International Organization for Migration (IOM) produces a daily Global Mobility Restriction Overview and Country-Level Restriction Mapping to aid colleagues around the organization in understanding new and complex travel restriction laws (Beqiraj, Gauci, & Khalfaoui, 2019).

- **Crisis coordination:** it is necessary to encourage the exchange of information amongst stakeholders. For example, the International Organization for Migration (IOM) maintains close and regular contact with government counterparts in various European countries, including Greece, Malta, and Norway, in order to prepare for future actions. To ensure that no one is left behind, the International Organization for Migration (IOM) has cooperated with the Belgian government to develop a crisis management team that will work alongside the government (Geiger, & Pécoud, 2020).
- **Trainings for government employees;** Trainings on Standard Operating Procedures at the point of entry have previously been conducted by the International Organization for Migration (IOM) during health emergencies in countries such as Guinea, the Democratic Republic of the Congo, and Senegal as part of the Ebola outbreak response effort. As a result, this system may be created and executed entirely online in order to meet the operational criteria of COVID-19 (Pécoud, 2020).
- **Population mobility mapping exercises:** Mongolia, Iraq, Afghanistan, Rwanda, Tanzania, and the United States are just a few examples of countries that have conducted such tests in collaboration with the WHO in order to anticipate requirements and prioritize remedies by overlaying information on travel restrictions, port of entry status, flight itineraries, and the health of stranded migrants. Mongolia, Iraq, Afghanistan, Rwanda, Tanzania, and the United States are just a few examples of countries that have conducted such tests. In order to reach vulnerable groups as fast as possible, governments and first responders must have a thorough understanding of population movements and mobility patterns (Pécoud, 2020).
- **Enhanced surveillance, and WASH services:** at the points of entry into the building throughout its operations, the International Organization for Migration (IOM) is working to provide access to clean water and sanitation processes on a global scale in order to minimize the risk of disease transmission. The International Organization for Migration (IOM) provides information, hand sanitizer, and tissue paper to all migrants heading to the United States who pass IOM health checkpoints in other parts of the world and across Asia (Pécoud, 2020).

A comprehensive evaluation is being carried out to ensure the continued safety of the organization's workers, partners, and all beneficiaries, taking into account the impact of

the pandemic on the organization's everyday operations, particularly the increasing number of travel restrictions that have been imposed. "In order to guarantee that our activities are people-centered and engage all stakeholders while also producing no detrimental effect on the communities serve, IOM places a high priority on mainstreaming protection problems into the COVID-19 response throughout all of its operations" (IOM). As of now, the following are the measures that have been taken:

- **Temporary suspension of IOM's resettlement programming:** in cooperation with the High Commissioner for Refugees of the United Nations (UNHCR). Many refugees' lives are saved every day because of resettlement. The United Nations High Commissioner for Refugees (UNHCR) and the International Organization for Migration (IOM) are working with countries to ensure that movements may continue in the most critical emergency circumstances (Pécoud, 2020).
- **Reduce and/or suspend a number of migrant health evaluation and visa application programs, and reduce the operational scope of family reunification and humanitarian visa programs:** IOM has adopted a number of preventative steps, including the preparation of particular Standard Operating Procedures for COVID-19, migrant health education and counseling, and a tightening of pre-departure inspections in regions where operations are still ongoing (Geiger, & Pécoud, 2020).
- **Virtual counselling for migrants and virtual training sessions for migrants' associations.** The International Organization for Migration (IOM) has built remote communication mechanisms in numerous European countries in order to inform migrants, particularly those who want to return home, on the overall situation and current travel conditions and restrictions (Frowd, 2018).

Although programming changes have been made, the International Organization for Migration (IOM) continues to closely monitor the developing situation on the ground and is fully prepared to resume operations whenever possible (Hirsch, & Doig, 2018).

Key Considerations

- The current pandemic of COVID-19 necessitates immediate action since it is a public health emergency. Atop that, it is having an impact on mobility that is unparalleled in history, impacting border and migration control regimes as well as the general status of everyone who is always on the move, including people who have been displaced by war or natural disaster (Geiger, & Koch, 2018).
- The International Organization for Migration (IOM) employs more than 14,000 people to address this public health issue from the perspectives of mobility and mobility management. The IOM has more than 14,000 employees working for it. This is being accomplished by drawing on the organization's previous emergency response

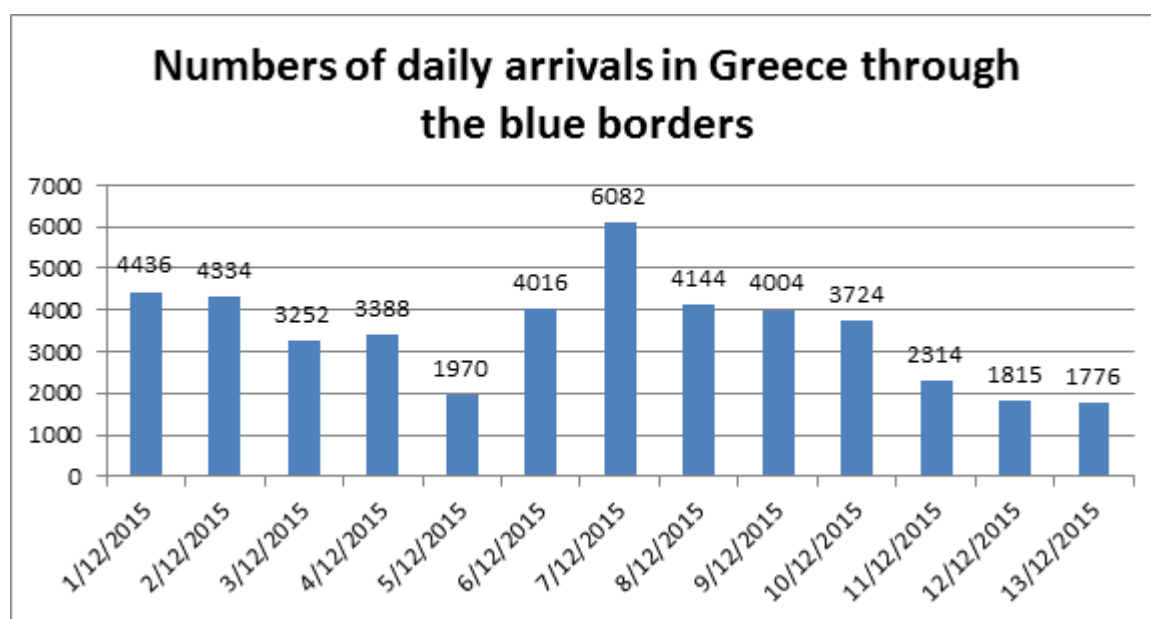
experiences, such as the Ebola outbreak in the Democratic Republic of the Congo, and working closely with the World Health Organization and other UN Migration Network member agencies and partners in order to ensure that migration health concerns are integrated across all United Nations systems, including the World Health Organization " (Geiger, & Koch, 2018).

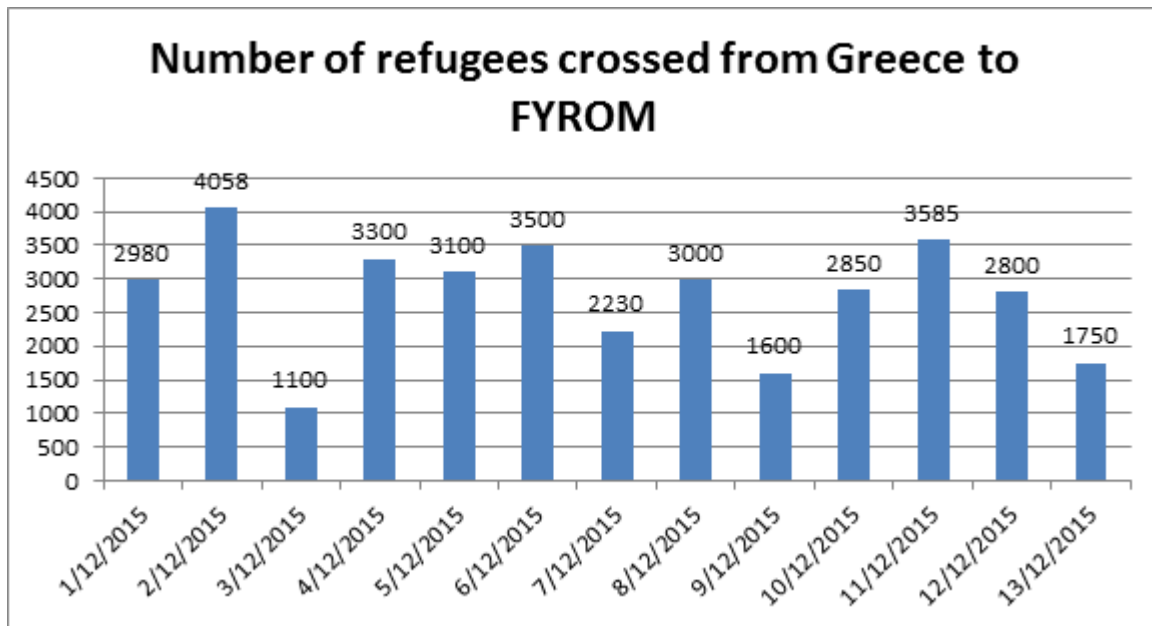
- Specialists from the International Organization for Migration (IOM) are unanimous in their assessment that the current outbreak will have major, long-term humanitarian and socio-economic effects. Although the full scope of this crisis's economic and political repercussions cannot yet be determined, it is critical to recognize the coming economic tipping points that societies will face and to speculate on what these may entail for a range of mobile populations serviced by the organization (Geiger, & Koch, 2018).
- The likelihood that foreign nationals will live in congested housing or be employed in short-term or insecure positions with limited sick-leave benefits are higher than the likelihood that domestic employees would do so, particularly in nations that have been hit the worst by pandemic crisis. It is possible that some other migrants, including those with regular and irregular immigration status, may have little or no access to public healthcare or that they will be scared to seek it. Individuals may be unable to engage in public health education programs as a result, or they may lack the financial resources to deal with periods of self-isolation or quarantine when they are required to do so (Pécoud, 2018).
- Due to the fact that they are living in a camp or camp-like setting, displaced persons are already at an elevated risk of contracting infectious illnesses in countries that are not directly impacted by the pandemic. It has also been noted that, amongst other vulnerable categories of refugees, when it comes to reaching and monitoring victims of violence, they are among the most difficult to contact and monitor, but they are also among the most susceptible when it comes to the transmission of infectious illnesses (Pécoud, 2018).
- An increased focus should be placed on assisting persons who are new to the country as well as individuals from other underprivileged groups. Achieving positive results while avoiding queues and decreasing public health concerns are all made simpler as a consequence of this development. When efforts are taken to ensure the safety of communities, it is essential that people's fundamental human rights be maintained. It is critical for response teams to include all migrants, whether they are in a regular or irregular status and in particular those who have been exploited, by providing them with health information, testing, treatment, and care. The opportunity

to include them in contact monitoring and community intervention programs (Geiger & Pécoud, 2020) provides them with a competitive advantage.

- Migration-inclusive policies are critical components of the overall COVID-19 response, and the International Organization for Migration (IOM) calls on countries to address the unique needs and vulnerabilities of migrants, regardless of their legal status, in the spirit of Universal Health Coverage (Hirsch, & Doig, 2018).
- In order to defeat COVID-19, it will be necessary to enlist the support of migrants, especially those who are disadvantaged or living in difficult conditions (Pécoud, 2018).
- According to a new resolution by the United Nations Migration Network, migrants, refugees, and asylum seekers should not be vilified during this crisis (UN Migration Network). Unfortunately, there is still a great deal of misinformation and stigmatizing narratives out there that discourage people from reporting symptoms or seeking help for contact tracing, which can impede the provision of adequate care and derail efforts to prevent further transmission "the International Organization for Migration (IOM) claims (IOM). It is essential that all government institutions work together to fight xenophobia, which has been linked to the formation and spread of this sickness to the maximum degree feasible. Due to the uncertainty surrounding the length and severity of the present crisis, this is especially pertinent. People's urge to be alone should not be sacrificed at the expense of long-term social cohesion (Geiger & Pécoud, 2020; Geiger, 2020).

International Organization for Migration (IOM) Statistical data:





Conclusions

A detailed examination of this study's findings and implications is necessary. Because of the limitations imposed by the methodology, great care must be used when making conclusions and interpreting the results. Estimates on the overall corporate and government management strategies response of the organizations employed to tackle and manage the human, social and economic effects causing displacement during the COVID19 and their effectiveness had been significant but not fully measured to date due to limitations. Many concerns remain unresolved, including the underlying objectives of the corporations engaged, the good and bad consequences of certain practices, and the environment in which these measures were adopted, despite tight organizational and government measures being implemented to contain the pandemic. The data available for the current report could not retrieve a global study that would have included looking at the epidemic's impact on countries in Asia for instance, which were among the first to be affected, because the research was restricted to a single company. Constrained by the same restrictions as those outlined above, traditional research may also provide results that are context-dependent and whose data, when examined as an individual source reveals severe flaws. It's encouraging to think however that COVID-19 management research will improve greatly in the near future. Researchers will be able to look into previously unexplored research areas (such as strategies and practices used by SMEs, comparative analyses of measures taken in various countries, including Asian countries) and make use of the current study to draw more comprehensive conclusions about how this crisis was managed at organization levels. It is possible therefore to compile further detailed knowledge on pandemic control management strategies used in direct conjunction to the scale of the business or organization acting to

contain and combat the effects of COVID19 epidemic across the globe and their successful or least successful management strategy approach.

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