

Name: Daniella Espiand

ID Number: 1708021

Assignment: Understanding and Engaging the Customer Experience

Lecturer: Yajesh Kumar

Group 2

Contents Page

Abstract	
Introduction	1
About Amazon	2
Amazon Customer Service	3
Quality System	4
Amazon Strategy Development	5-6
Customer Expection	7-8
Customer Return Policy	9
Customer Delivery Timescale	10
Feedback	11
Customer Value	12
Customer Relationship Management	13
Conclusion	14
References	15

Abstract

In this report I will also mention how Amazon promotes its business through the use of its annual events which is open to the public and also their way of marketing their items to interest their target audience. Lastly in this report I will mention how Amazon came to be one of the best customer services in the world and where it came from and its history which lead to its success. I will talk about the owner of Amazon Jeff Bezos which founded Amazon and its aim for the business and his technique which he used. Which made his business successful and till this day the same methods are in use and this is why Amazon is continually expanding and becoming better and better. Through its professionalism and analysis of customers.

Introduction

In this report I will highlight how Amazon improves its customer service and what Amazon offers its customers through its excellent customer service. I will also mention what techniques Amazon utilises such as its feedback scheme in which they get information from their customers on how they can improve their services.

About Amazon

Amazon is an American company which is based Seattle in the USA. Amazon is mainly focused around e commerce, online shopping. Amazon is an online marketplace where you can buy products that you may not find in regular on the high street shops. Amazon is the largest e-commerce marketplace in the world.

Amazon was founded by Jeff Bezos on July 5 1994. Amazon started off as an online bookstore which rapidly developed to start selling videos and audiobooks. Amazon then hugely expanded to sell toys, furniture, food and jewelry. In some countries Amazon has separate retail websites they all offer international shipping for some products. Over the years over 900 million people subscribed to Amazon Prime. Amazon is the largest internet company in the world and all in revenue. It is also the second largest employer in the USA.

In 2015 Amazon outperformed Walmart in the USA. On August 23 2017 Amazon merged with Whole Food Market an organic food company originally from Austin Texas USA.

Amazon Customer Service

Amazon Customer Service is exceptional the speed at which items are delivered and quality of service is impeccable. Amazon features a live chat where the customer can connect with Amazon representatives which can help with the customers queries without stressing about the long queues when calling in. The live chat also enables the customers not only to connect to Amazon representatives in their own country but also Internationally which makes the customer responds time quicker.

Jeff Bezos the founder of Amazon is very passionate about customer service. Jeff Bezos makes sure that all the companies decisions corresponds with the customers interest. Amazon understood the importance of giving the customers a positive experience. As a customer myself I seek for a reliable and efficient platform in which I could do my shopping without a hassle and receive my items in a reasonable amount of time. Amazon make sure this is the case by conducting assessments and looking at customer patterns to make sure their services can manage for the customers demand. According to Hitesh Bhasin 5/05/19 (marketing91.com) "One of the reasons good businesses become great is because of the loyalty they command from their customers. This loyalty ensures that the customers stay back with the company over the years. To command such a loyalty from customers, you need to give good customer service. I found this article very interesting as its exactly how Amazon conducts its company which is the reason why Amazon is so successful and is the largest internet company. Amazon conduct multiple surveys to find out about customer satisfaction. Surveys enable Amazon to meet customers need and improve their expectation if needed. Examples of customer expectations are good quality, good price, good customer service, efficiency of delivery and a return policy is all part of having an amazing customer service.

Quality System of Amazon

Amazon Marketing

Amazon is a gradually expanding its advance in e-commerce. There has been an increase in manufacturers and sellers offering their products through Amazon to take advantage of the vast sales potential. The competition forces Amazon salespeople to intensively engage with Amazon and take advantages of their opportunities as a marketing channel. According to Ian Linton 6/03/19 (smallbusiness.chron.com) "Internet marketing is important because it aligns with the way consumers make purchasing decisions. Amazon markets its products in various different ways from posters on bus shelters to adverts on Youtube all in which are great ways to promote because both of them are frequently used by people which make it easier for them to attract their customers. Also Amazon creates events for the public to see what their products are and to have a taster of what Amazon truly is. This is also a great way to promote their business and to give information on their products.

Amazon Strategy Development

Amazon is focused around customer experience by offering their customers low prices, wide selection of merchandise and convenience. Amazon key features are editorial, customer reviews. Amazon focuses all their attention on how to make Amazon the most efficient as possible to make it more engaging for people to see and want to buy from them. According to Robert Morello 8/05/19 smallbusiness.chron.com "Managing strategies give your business a direction toward effective promotion. Marketing strategies differ from one business to the next and should be customized to suit the needs of the particular company. The development of a marketing strategy involves the isolation of a target market segment, a set of clear-cut goals, a fair amount of consumer research, and the implementation of initiatives aimed at getting the word out". I found this article very interesting because what it states is really true and relates well to the statement because marketing strategies help your business to run smoothly by having a well-structured plan that you can follow no matter what the situation is.

Examples of Marketing Strategies

- Identifying your target market- this is very important because if you don't identify your target market it will be hard to create products which suits a particular group of people this factor usually depends on the age of the person, the background of the person and their interest. This is why at Amazon make sure that they have products that suits various different target audience and having specific features enjoyed by that target audience.
- Goals- It is important to set up a goal for your company because if you don't have a specific aims that you plan on achieving then you will not know that your company has progressed in any way which makes it hard to know what is needed to make it even better. This is why Amazon has specific goals which they try to achieve each month in order to make it a more positive experience for their customers, they do this by outlining what they want to change and giving themselves a specific timescale to achieve it in. Personally, I find this method very effective because it allows you to track your progress at each step that you take and also to change things if necessary.
- Business Research- Conducting research is one of the key pillars this is because it allows you to make some research on your target audience and find key information which you can use to adapt your business to make it more engaging for your target audience. This can be done in lots of different ways, but the most effective method is definitely doing some research on the internet and tracking most purchase product in the sector that you are selling or by reading a book on a specific sector that you are selling and find ideas which you can adopt. Amazon continuously makes research on their target audience to make sure that they are appealing to their customers' needs.

If this was not the case, they would be selling things that their customers might not particularly enjoy this would lead to them gradually losing revenue to lack of interest from their customers. According to Rick Suttle 8/05/19 smallbusiness.chron.com "Business research is the process of gathering the necessary data for an industry to be successful. Business research is synonymous with market research, but companies typically use every type of market research available to fully analyse their business situations: industry analysis, product research, and even identifying key customer groups. The business research process is necessary to assist managers in making major business decisions". I found this article very relevant to this statement because it outlines the need for business research and its purpose and how crucial it is for the progression of a business. Amazon utilises this technique this is why they are very successful at attracting their target audience because they appeal to them.

What do customers expect from Amazon?

Customers expect from Amazon a fast and efficient service where they can buy their products and receive it in a reasonable amount of time at a competitive price. There are three features that customers look out for when purchasing items, they are as follows

- Efficiency of service- How long it takes to receive the package and the price it cost for shipping. Customers also look out for prices which are charged for shipping this usually lets down customers from buying things from your business as they have to pay a charge on top of their service charge. This is why it is vital to minimize the shipping cost where possible.
- Price of products- Customers are look to spend the least amount of money and still get the best out of the money they spend. This is why It is very important that the prices of your business are at a competitive price and not over price because there is a high chance that customers will prefer buying the good in another business instead of your own. Amazon always checks their prices against other business to see if they are still inside a competitive price which is really important because if another business sells the same product for cheaper Amazon will lose revenue to the company which is selling it for cheaper. This is why Amazon always checks their prices to make sure that they are competitive with the current market value

- Quality of Products – This is a very important one this is because if your product that you sell is not of a good quality this will make customers not want to buy from your business because they may find better quality of the same product in a different business at a better price this is why it is important to always check the quality of items before selling it to customers. Amazon have a policy in which they abide by to sustain their quality. If their customers are not happy with the quality of their product, they can send it back free of charge within a month and receive a full refund this is a great aspect because this gives a sense of trust to the customer in which they can confirm that Amazon's quality is good enough and this is why they prefer to shop with Amazon then with another business.

All these three features are very important and customers expect this from a business without having these features there is a higher risk that you would lose your customers to a company with more experience and which applies these three principals. This is why Amazon follows these principals very thoroughly in order for their business to keep on flourishing and not to lose revenue to other big businesses. This is why Amazon strives to perform their maximum to ensure that all these aspects are achieved and to a high standard to make sure that customer satisfaction is sitting higher than average to leave them some space to work in the meantime on other projects without losing too much revenue because of their large gap. According to conductor 8/05/19 conductor.com "Identifying customer needs is mission-critical for businesses looking to create a product that truly speaks to their customers'

Amazon makes sure they achieve these very important customer expectations by creating feedbacks and surveys to find out on what they can improve and make their customer experience a more enjoyable one next time they shop with them. It is usually done once the customer has finished placing their order, they are asked to fill out a questionnaire form which allows customers to leave feedback on the service. This helps Amazon to gather the dilemma and solve them one by one in this way losing the negative aspect as they are resolving the dilemmas by using the feedback and applying it to their business. They apply this same principal with their on-app employees which assist their customers to make sure that they are also happy with the service and employment that they are given and are given the opportunity to highlight anything they want to change to improve and make Amazon a more efficient service for customers which is very important as the employees are the first line of contact between them and the employees so if the employees are not satisfied with how Amazon run this can also effect the end result of how the customer is treated and this usually effects the customer satisfaction levels.

Customers Return Policy Procedure

Customer return policy is one of the most important aspect that customer look out for when buying products from an organisation. Because if the customer is not happy with the quality of their product, they would expect to be able to send it back if you don't offer this service in your business you are at risk of losing customers to a business which offers this. Customers look for easiest options when conducting a purchase so it's important that you have all the features to cater for their needs. Amazon strive to offer the best experience for their customers so they offer 28 days open window to return your product or exchange it. This is a great feature because customers like to feel in control when conducting a purchase so the fact that they are able to do this gives them more want to shop in Amazon. According to Emily Newman 4/12/15 corp.yonyx.com "A successful customer service policy is a support system that provides employees unambiguous instructions for ensuring customer service excellence. It clearly states how such service would put and keep the company ahead of any competitor by giving customers more than they expect, proactively determining their needs and ensuring that they have minimal problems". I found this article very interesting because it highlights the vital need for a customer service policy and the usage of it for customers. Without a customer return policy, you are putting your business at risk of customers shopping at other businesses with this feature in use.

Customer delivery timescale

This aspect is very important in a business it's the most crucial bit. How long the customer parcel will take to arrive this decides if the customer will shop at your business or at someone else's business. This depends on two factors the price of delivery and the timescale of the delivery. If the case that the delivery becomes too expensive this puts a big risk as the customer will have to pay the delivery fee on top of their purchase fee. This is very risky because customers don't like spending too much money on what they do not need they prefer to spend money on things that they need not delivery prices. Also, if the timescale is too large this will not motivate customers to shop at your business as they are looking for best value for money and a quick service. This is why Amazon has a feature called Prime delivery which operates between 8am and 9pm weekdays and Saturdays when you order before 6:30pm the previous day you receive your item the next working day between 9:30am and 9:30pm. This is a great feature because it allows people who need their items in a hurry to receive their items in time with no hassle so this motivates people to shop at Amazon because they have the guarantee that their item will arrive the next working day. According to Abetta Couriers UK LTD abettacouriers.com "As product quality and price appear to be similar between competing businesses, offering same day delivery service at no extra cost is part of their unique selling point. This article relates well to the statement because having a quick delivery system promotes your business even more as it sheds lights on your products and allows customers to shop online at your business rather than going out and buying it in a retail store. This is why Amazon offers this service to their customers to make sure that their customers shop with them then with another retail store.

Feedback

Feedback is a very important aspect within a company this is because it allows the company to find out from their customers or employees the weaknesses and strengths of the company in order to change what needs to be changed and make better what is already great this is a very effective method because it allows big business to adapt and cater to specific needs of customers and to make it more attractable for them when they are shopping at their business. It is also important that it is done not only for customers but also for the employees of the business. This is crucial because if the employees are not satisfied themselves with their work experience, they will not conduct themselves well when solving customer queries. This is why It is important to find out what the employees want to be improved to make it a more enjoyable time for their employees so they will offer a better experience to the customers. According to Startquestion 26/07/16 blog.startquestion.com "If you do not try to find out what your clients actually think about your service, you will never be able to give them the best customer experience. Their opinions about experience they have with your brand is helpful information that you can use to adjust your business to fit their needs more accurately.

I found this article very interesting because it is important to receive feedback from customers is one of the only ways to do so. Because if you don't receive feedback from customers you will not know how to improve your service and make it better for the customers. It also goes in the sense that if you don't improve the customer experience even if it's already excellent customers might get tired of having the same basic customer experience that you offer them. So, they will go and find a better customer experience from another business which offers a better one and meets their needs. This is why Amazon conducts regularly feedback from their customers so they know how they can make it a more enjoyable experience for their customers because without doing this Amazon would lose their customers to another company which takes regular feedback and adapts it to its customers need.

Customer Value

It's important to get feedback from customers but also its important to value your customers. This is meant by creating strategies and features which caters to your customers so they stay interested in buying your products. Because if you don't take your customers into account when conducting research or re stocking then you might lose the niche for your customers and they will lose interest in your products. This is why it's good to consult your customers through feedback and customer events to make sure you are still within the content that your customers want to buy. This is why Amazon each year they conduct surveys and events to gain more knowledge on what customers want they sell and in this way, Amazon adapts what they sell to suit that specific target audience. According to Carl Hose 9/05/19 smallbusiness.chron.com "A business can never place too much emphasis on its customers. The customer is the foundation of any business success. One of the primary goals of any marketing strategy should be to identify and meet the needs of the consumer. Considering customer importance at all stages" I found this article very important and interesting because it's really true because without having the customers in mind how can you sell something that pleases them this is why it's important to consult customers beforehand.

Customer Relationship Management

Within a company it is essential to have a strong customer relationship management to keep track of customer interactions within your business. Customer Relationship management is very useful because it can analyse the data of the customers and find products that are tailored to the use of that specific customer and in which they will enjoy that product. This allows your company to make more revenue because the Customer relationship manager permits you to find products that your customers will enjoy and therefore purchase making your company increase in revenue. This is why Amazon utilises customer relationship management this is a key resource for Amazon and they use it to come up with product ideas for their customers. Amazon each week sends out emails to their customers with shopping ideas and this makes it easier for the customer to find items which they might have not known the usage of which might come into use in their everyday life. According to Jason Kulpa 9/05/19 forbes.com "Customer Relationship Management helps business build a relationship with their customers that, in turn, creates loyalty and customer retention. Since customer loyalty and revenue are both qualities that affect a company's revenue. This is a very relevant article because it outlines the usage of a CRM and why it is a very important aspect in a business. This is why Amazon utilises this to their advantage and this is why they are very successful.

Conclusion

In conclusion I believe that Amazon has a strong Customer Experience which is highlighted throughout my report. They build their customer experience through feedback which I personally think is the best way because they are getting real life update on what customers think of their customer service which makes it easier for them to adapt to their customers. Also, they improve Customer purchase levels by using a CRM this helps them to keep track of their customers activities and give them an idea of their products which they can advertise to their customers which they can make revenue on because there is a higher chance that their customers will purchase it because it fits into their personal profile.

Throughout this report I have come to the understanding that Amazon truly has an Amazing customer experience which they strive to improve year on year which is why Amazon as a company they are very successful.

References

- Hitesh Bhasin 5/05/19 marketing91.com
- Ian Linton 6/03/19 smallbusiness.chron.com
- Robert Morello 8/05/19 smallbusiness.chron.com
- Rick Suttle 8/05/19 smallbusiness.chron.com
- Conductor.com 8/05/19 conductor.com
- Emily Newman 4/12/15 corp.yonyx.com
- Abetta Couriers UK Ltd abettacouriers.com
- Startquestion 26/07/16 blog.startquestion.com
- Carl Hoose 9/05/19 smallbusiness.chron.com
- Jason Kulpa 9/05/19 forbes.com