

Student Name: NATALIA COJOCARU

Student ID: 2119063

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Lecturer's name: DR. KINGSLEY OMEIHE

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PART A. Customer experience and Brand experience

Introduction

Customer experience can be defined as the quality of interaction that a customer is exposed to in his or her engagement with a business. A customer who has a positive customer experience in a business is likely to return and buy from the business in the future. On the contrary, a customer whose experience with a certain business is negative is likely to seek alternative businesses that offer the same products in the future (Meyer and Schwager, 2007). For this reason, a good customer experience is one of the most important objectives of any business as it helps in retaining customers and attracting new ones. In section A, this essay examines the customer experience of a British online second-hand car retailer named Cazoo with the aim of discussing the importance of two themes in customer experience namely, customer touchpoint and customer experience and brand experience. In section B, the essay provides a critical literature review on the topic of customer experience while focusing on the two major customer experience perspectives namely, the firm's perspective and the co-creation perspective

Cazoo customer touch points

A customer touch point is the place at which a customer comes into contact with a business (Bergeron, 2002). The point can be online, in an ad, through recommendation, or at a physical shop. at. Cazoo, the main customer touch point is the company's official website www.cazoo.co.uk that contains important information about the business. Being a purely online business, Cazoo's website is the first place that a customer goes when they need to buy or sell a car. Another customer touch point where potential customers come into contact with Cazoo is the online ads that the company buys and places at different websites on the internet. The ads introduce potential customers to the company's services and direct them to the website for further details.

The three customer touch points are important to Cazoo it is objective to succeed as an online business and practice quality customer relations management. The website, for example, is a customer touch point that is both important and suitable to Cazoo as a tech company. The importance and suitability of this particular touch point can be seen in how it helps Cazoo conduct its online business without the need of physical meetings. In the tech industry, a company needs an online presence that offers customers all the solutions they need (Aydalet and Keeble, 2018).

The website achieves this for Cazoo as it provides potential customers with the options to buy and sell their cars without physically meeting Cazoo employee until the point of delivery; hence making it both an important and suitable touch point.

The company's website is also an important CRM tool for Cazoo as it has a simple and engaging design that provide customers with a positive experience when using it. As a result, the customers are inclined to use the website again in the future or recommend it to other potential customers. Despite its current importance and suitability, there is one improvement that Cazoo can make to its website to maximize its attractiveness as a customer touchpoint. At the moment, parts of the website's landing page contain information that is secondary to the main goal of buying and selling cars. As a recommendation, the company should make the landing page more about the main goal by including mostly pictures of the cars it has accompanied by the prices and move any other secondary information to other pages in the website that can be reached through links.

The ads that Cazoo has in online platforms are also not only important, but also suitable to the business as a tech business, and for purposes of customer relations management. The ads are important for Cazoo's survival in the tech industry as they are mostly online. Tech companies attract customers who are likely to visit other online spaces, which makes online advertisement suitable for their business (Aydalot and Keeble, 2018). Therefore, the ads that Cazoo places online suit its model as a tech company as they target potential customers. Additionally, the ads are important as customer touchpoints as they are spread on multiple websites on the internet hence increasing the chances of a potential customer meeting the company online. The ads also serve Cazoo to practice good customer relations management as they are worded in a manner that sells a positive picture of the company. In addition to online marketing, Cazoo is also recommended to diversify and advertise its services traditionally. This recommendation is justified by the car business that the company takes part in, which has customers in older age brackets that may not be tech savvy. Including more traditional ads will expand advertisement as a customer touch point and increase Cazoo's brand awareness.

Customer Experience and Brand Experience

Customer experience is the overall feeling that a customer gets having interacted with a company from the first customer touch point to the last. It also includes the quality of customer service and experiences such as the premises and other experiences (Buttle and Maklan, 2009). On the

other hand, a brand experience is broader form of experience that a customer gets that includes both the customer experience with the business and with the product long after his or her interaction with the business is done (Goodman, 2009). Therefore, a product that disappoints a customer months after buying it makes for a bad brand experience even if the customer had a good customer experience when interacting with the company.

Cazoo Customer Experience

Cazoo has invested in customer experience by focusing on the customer journey across all customer touch points. On its website, which serves as the main and first touch point, the company has built a simple, engaging, first, and use-friendly website that provides the customer with quality experience with shopping for hand cars. The website displays images of the cars available in three dimensions, which reveal all the details about the cars, including scratches if any. In addition, the website contains information about the conditions of the cars that is transparent and honest (Cazoo, 2023). The next step of the customer journey where Cazoo has invested in good customer experience is the seven days period that a customer gets to spend with his or her car of choice. During this period, the customer tests the car with free insurance, and can return it free of charge if they do not like it. Finally, the customer experience at Cazoo is also felt during delivery where the car is delivered to the customer's place of choice within 72 hours (Grant, 2020).

The customer experience as Cazoo, as described above, is important and suitable to the tech company. For tech companies, the online interphase where the company interacts with its user base is highly important as it determines the number of users that will come back to the platform. Therefore, by having a good website that provides customers with a positive customer experience, the company ensures its survival in the tech industry. Moreover, the customer experience provided by the 7 days free trial period is suitable to Cazoo as an online car retailer as it builds trust. The biggest challenge that second hand car dealers have is getting the customers to trust that their cars are in good condition (Adnan et al., 2012). The 7 days free trial period is suitable for the company's business as it solves the issue of trust that customers may have with its second-hand cars. The customer experience is also important to Cazoo's customer relation management as it makes it helps the company maintain a high-quality relationship with its customers.

Cazoo Brand Experience

Cazoo has products and services designed to enhance the brand experience for its customers. The company understands that the quality of service that its cars give its customers counts as part of the brand experience. Therefore, it has introduced products such as CazooGuard and CazooCover to improve the services that its cars give to its customers. The CazooGuard is a protective coating that helps the cars maintain an attractive look for longer hence improving the customers' brand experience. On the other hand, the CazooCover is a comprehensive protection that the company gives to customers that covers the cost of unplanned expenses that they may incur after the end of the warranty (Grant, 2020). The two products, in conjunction with the customer experience described in the previous section, create a brand experience that creates brand preference for Cazoo where customers prefer Cazoo as a brand over other brands. The brand experience is important to Cazoo as a tech company because it creates customer loyalty, which is important to tech companies.

Achieving customer loyalty is vital as there are several companies that customers can migrate to and receive similar services (Leppard and Molyneux, 1994). By generating customer loyalty for Cazoo, the brand experience helps the company maintain a good online profile. The brand experience helps Cazoo with its customer relations management efforts as it helps the company demonstrate to its customers that it cares about the experience they have when interacting with it as well as its products. Such a demonstration makes customers feel valued, which makes them have a good relationship with the company.

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PART B. A critical literature review on the customer experience

Introduction

The importance of customer experience has led to the development of different perspectives designed to maximize the quality of customer experience. The perspectives have been evolving and developing into more effective perspectives over time due to the shifting needs and demands of customers in the market (McColl-Kennedy et al., 2015). This essay discusses the two main customer experience perspectives namely, the firm's perspective and the co-creation perspective, and provides an explanation of how understanding the two perspectives will help IT firms improve their customer experience.

Customer Experience at Revolut, Cazoo, and Deliveroo

Revolut, Cazoo and Deliveroo are three companies that operate in the UK IT and online space. The companies have employed different strategies to maximize customer experience that are informed by the services they provide. At Revolut, the financial services company places the customer at the center of their services and tailors the services to meet customer preferences. For example, the company has designed its sign up and [on-boarding processes](#) to maximize user experience. The two processes are engaging to customers and keep them willing to continue engaging with the company. At Cazoo, the second-hand online car retailer company maximizes customer experience by viewing the concept from the perspective of its customers. The perspective can be seen in how the company's [website](#) provides customers with a simple, user-friendly experience where they can buy cars with minimal huddles. Thirdly, the Deliveroo food delivery company ensures quality customer experience through timely deliveries of the food to their customers. In the company's [website](#), customers are provided with contacts that they can use to order food and enquire about the progress of their orders. The three companies have tailored their service to produce a customer experience that is in line with the preferences and likings of their customers.

The Co-Creation Customer Experience Perspective

The co-creation perspective is a customer experience perspective where a company approaches customer experience from the joint perspective of the company and the customers (Prahalad

and Ramaswamy, 2002). Companies that adopt this customer experience perspective involve their customers in the process of developing new products and services. As a result, the end product of such processes has in-built customer preferences that facilitate a positive customer experience (Verleye, 2015). The input from consumers plays an important role in the design considerations that a company makes, and is considered from the beginning of the design process to the end. The perspective has proved to be successful since its introduction among the customer experience perspectives. Its success has mainly been attributed to the level of importance it attaches to the customer views, which makes customers feel valued and part of the company products.

The Firm's Customer Experience Perspective

The firm's customer experience perspective originates from the theory of the firm that was developed to explain the purpose of companies. According to the theory of the firm, the firm exists and its main purpose is to maximize profits. The theory argues that it is the goal of maximizing profits that should inform the decisions that a firm makes including resource allocation and production (Demsetz, 1988). The firm's customer experience perspective is based on the above theory and views customer experience from the perspective of profit maximization. The perspective guides a firm to design and create products that provide the kind of customer experience that maximizes profits. Moreover, the perspective pays little attention to public perception or consumer input. The disregard for customer input and public perception is informed by the main argument of the firm's theory that all decisions in a firm should be informed by the maximization of profits as calculated by the firm and not outside forces.

How understanding the two concepts can help IT firms shape their customer experience

The IT firms in the United Kingdom can benefit massively by understanding the two concepts as described above. Understanding that the firm's perspective is focused more on profits than public or customer perception will guide the IT firms to adopt more progressive perspectives. IT firms are highly customer driven as their users interact with their products on the internet more frequently than normal companies. Therefore, a customer experience perspective that places profits above the consumer input will be counterproductive for their customer experience goals. Having this knowledge will benefit IT firms in the UK as they will know that they should adopt perspectives that cater to both profits and consumer input. For example, if Cazoo understands

the concept of the firm's customer experience perspective will alienate its consumers as the perspective will guide it towards services that disregard the views and opinions of consumers. On the other hand, understanding the concept of co-creation perspective will lead IT firms towards creating quality customer experience by involving the consumers of their products and services. The basic tenet of the perspective is that consumers and other important stakeholders should be involved in the process of designing services and products. IT firms in England will benefit by having their consumers participate in the design process and create services that have the customer needs as part of their features. At Cazoo, Revolut, and Deliveroo, for example, understanding the concept of co-creation will help the companies improve their websites by designing the using customer views and opinions.

Conclusion

The concepts of the firm's perspective and the co-creation perspective differ in how they view customer experience. The firm's perspective is geared towards profit maximization while the co-creation perspective is geared towards the inclusion of consumers in the design process. While both perspectives have their advantages, IT firms in the UK will benefit more by adopting the co-creation perspective because, as the report has shown, it secures the long-term sustainability of a company. Cazoo Revolut, Deliveroo, and the other IT firms in UK should invest in co-creation for purposes of improving its customer experience.

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