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University of Wales Trinity Saint David

**Understanding and Engaging in the Customer Experience
BMSW5103**

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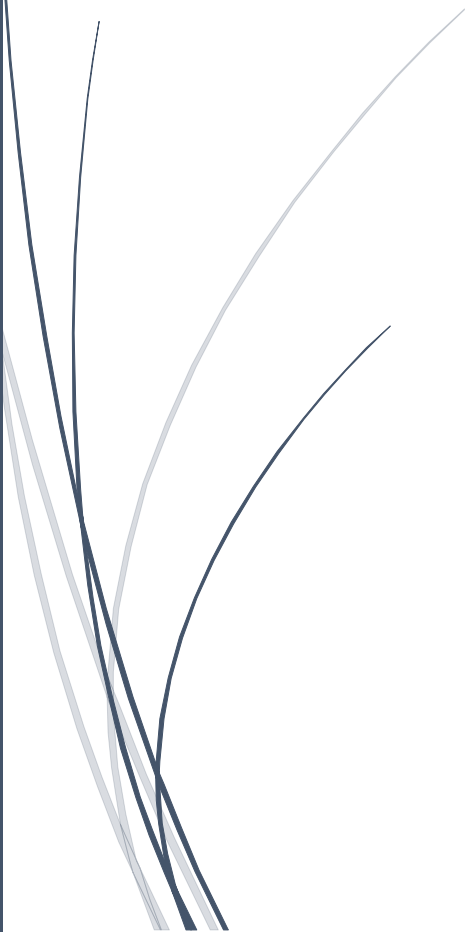
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1.0 Introduction

The relationship between an organization and customers is essential. To build a successful business, consumers engagement, and satisfaction, the companies must understand and listen to their consumers' needs and expectations (Buttle, 2015). Organizations need to create strategies to participate with the consumers through social media. Customer orientation depended on how the organization delivers its needs, team collaboration and communication, advertisement, and consistency (Susskind, et al., 2003). This assignment will be discussing the theory model, analyze the business environment, relationship marketing, customer relationship management, and topics learned in the university journey. It will describe Customer relationship management (CRM), Relationship marketing, Internal and External factors, Service quality, and how the company Manchester 235 casino manages and engages with the customers in the times of Coronavirus 19.

2.0 Background of the Organisation

People from across the world were visiting to try their luck, some people doing it for new experience, others for serious gambling. One of the famous companies in the casino industry, Caesars Entertainment, the market leader for forty years, introduces gaming, entertainment, and hospitality, restaurants, and bars located throughout the UK, Egypt, and South Africa. There are nine casinos in the United Kingdom: Manchester 235, The Empire, Sportsman, The Golden Nugget, The Rendezvous, The Rendezvous Brighton, Rendezvous Mayfair, Alea Nottingham, and Alea Glasgow, there are only two casinos in Egypt, The London Club Cairo, and Caesars Cairo, and one in South Africa called The Emerald Resort

and Casino (Open Corporation, 2021) . One of the casinos in Caesar Entertainment company Manchester 235 casino presenting to the customer's entertainment and hospitality. Located in Manchester, England, highly rewired restaurant James Martin the casino offering excellent and delicious food, upscale feel variety, live events. There is a game for any size gambling budget as roulette, blackjack, various slots machines, dice rolling, punto banco, and poker, elevated customer service, and warm welcoming, provide entertainment and satisfaction to visitors (Great Northnern , 2021). The UK's highest rate venue is open twenty-four hours, and everyone is welcome to have a wonderful experience with the environment.

3.0 Analysing business environment of Manchester 235 casino

3.1 Internal and External factors

Analyzing the business environment helps discover business opportunities and valuable resources, assist in planning, and improve the business's overall performance, growth, and profitability. Management pays attention to entertaining the customers, focusing on delivering good customer service, and people could have a wonderful experience with the environment. 235 Casino Manchester has a solid and free cash flow in the marketplace of the UK, and it provides lots of resources from investors to launch new projects. The casino offers entertainment opportunities apart from living games. Also, the casino delivers to the customers online services for discounts on different games and hospitality. Manchester 235 casino has created a powerful society with its suppliers and distributors and customers where all the suppliers and distributors were engaged in this company's marketing. The environmental disadvantages and risks are that they are investing a lot of money in the training of the employees instead of technology development, modernization, and research

products and services (Futurelearn, 2017) . Also, there is an Irregular supply of innovative products that bring loss of customers in the UK. This gaming organization has no finance and development plan, which decreases its operation management and business performance (Murphy, 2020).

The current influence Coronavirus 19 pandemic has brought changes and challenges for many industries and environments. The world economy becomes difficult, many people lost their jobs, and many workers don't have savings. Across the globe, there is a massive impact of Coronavirus 19 of the pandemic and various sectors like entertainment, tourism, education, and fashion. The customers' behavior has completely changed and decreased because of containment efforts such as a lockdown. The lower-income consumers were struggling the hardest by the pandemic, and people had to spend their slim savings. Also, it affects their physical and mental health during Covid 19 times, and they are more pessimistic about the future than before the pandemic. The new consumers become genuinely omnichannel, and they are happy with the online shopping offers, services, and delivery, and the people are keen to go back to physical stores. Customers are making more emotional and intuitive decisions during the pandemic, and people are spending money on products that involved health care and immunity. The other part is the customers switching from home to in-home habits on that one they need to deaverage. The consumers are not allowed to eat at restaurants, shopping malls, cinemas, or casinos, hairdressers, even if they want to such establishment is no longer be open, or by choice because of individuals choosing to change their behavior to protect themselves against the virus, financial insecurity or job lost (Brodeur A, 2021). As restrictions are imposed, people feel frustrated and anxious concerned

about the global pandemic. In 2021 has been delivering a cure for the disease Coronavirus. Many people have mixed opinions and have been afraid of the side effect of the vaccines because of the information given through social media, newspapers, or TV news. The population has less confidence that the vaccine given is a cure for the pandemic (Boey, et al., 2018). Because of these influences, Manchester235 casino is trying to engage with the consumers differently.

4.0 Customer relationship management

Customer relationship management (GRM) is a business strategy and communication devise that helps organizations engage and connect with customer interaction and satisfaction. GRM is allowing organizations to manage customer connections with businesses, multiple channels, and different departments. There are three types of GRM: Strategic, Operational, and Analytical. **Strategic relationship** is an objective that companies focus on to create a relationship with a profitable consumer. **An operational relationship** is that the organizations pay attention to an automated customer that involves customer service, marketing, and selling their products, using their feedback for problem-solving and decision-making. **An analytical relationship** is designed to analyze the customer information and data with the help of the Software. The company analyses the customer's pattern and behavior, and it is helpful for the development of their product and profitability. It is also a simple way to manage a lead, people interested in the industry and the existing customers in the most efficient way possible to extract the most value and profit (Susskind, et al., 2003) . More specifically, it refers to the organization's system to evaluate customer connections and measure data through the customer's lifecycle. Whether a small company looking

for a place to store information, having accessible devices, and focusing on improving customer satisfaction, the management needs GRM Software. Many businesses are trying to solve these problems by using a different platform to send emails or spreadsheets before finding out that better to use a CRM system to make everything more accessible and have better data organization. Customer relationship management aims to develop long-term expansion and better understand customer behavior through retention and acquisition. Those factors help effectively to manage leads and more customers. More authorities end up being happy paying customers, building loyal customer relationships, and having a good experience with the organization (Buttle, 2015)

[4.1 Customer relationship management of Manchester 235 casino](#)

According to Gwangwava and Mutingi 2018, Service quality is a critical differentiator between organizations and needs careful management. The Service Quality Model or SERVQUAL Model was created and developed by Valarie Zeithaml, A. Parasuraman, and Leonard Berry in 1988. This model has identified the Gaps in perception between what the company believes delivered to customers and the perception carried in the customer's mind, which may differ from the expectations. Every consumer has a different view and expectations of service quality. The model provides five Gaps: Gap1- The customer and the company define customer expectations and manager's beliefs. They may not know what service or level of performance is required. Gap2- is management perceptions and service quality specification, market condition, resource constraints, or management indifference may result in this gap. Gap3- is defined as Service quality specifications and service delivery. The regards guides may happen in the company, but contract employees may not be willing to perform to these specified standards. Gap4- describe Service

delivery and External communications use exaggerated promises or lack of information. Those elements affect customers' expectations and views. Gap5- Expectations and Perceptions, initially defined as surface quality, influence the previous four gaps. If the management wants to close the gaps, measuring service performance against customers' expectations is essential (Gwangwava & Mutingi, 2018) .

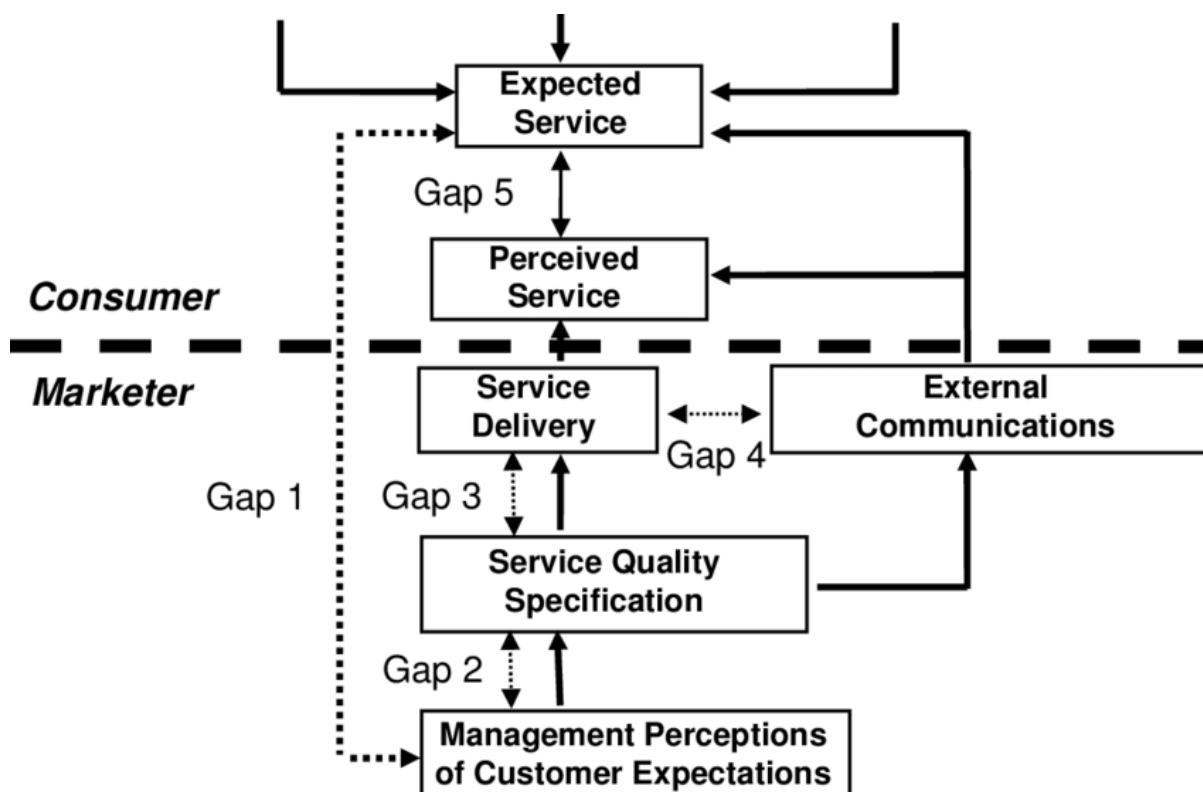


Figure 1: The Servqual conceptual model of service quality

(ResearchGate , 2008-2021)

Digital labor platforms are becoming a part of people's lives every day, and digital work is an organization created of human experience, digital media which helps to develop new products and services. In the past decades has been a fivefold increase in technology and online platforms around the world. It gives opportunities to many employees worldwide for varied types of businesses to access 24*7 globally to contact the

customers, perform tasks, or pursue innovation. With the current pandemic of Coronavirus 19 and the numerous restrictions measures, many organizations have transformed people's workplaces into online labor platforms, which is a form of digital work. The pandemic brought changes in the way of work, and it is organized and controlled. The enterprises want to continue, their operations have shifted to the digital space. Many countries started to address the issues related to working conditions with mixed responses, but these new forms of work pose a challenge to health and safety. As people recover from this epidemic, this digital- online services adoption will likely become permanent for many businesses. Still, these challenges In people's behaviors include stress, poor mental health, economic risk, psychosocial and organizational risks, and difficulties adapting to the situation (Stephany, et al., 2020).

During the lockdown, Manchester 235 casino must find an alternative strategy to connect with the customers. They used online platforms to communicate and provide customer engagement with online services, live games like roulette, bingo, poker, blackjack, sports wagering, and many other games. The Manchester 235 casino provides information through emails and advertisements about online offers, vouchers, and discounts for entertainment games and hospitality for the customers. Communication has become a digital entertainment space and has network opportunities to present its products and services to its consumers. The online services offered the luxury style of different activities with customers' favorite games and entertainment, delivered with high-speed and quality service to manage their customers' expectations (Caesars casino& Sportbook, 2021).

5.0 Customer experience in Manchester 235 casino

Customer experience is the design of interactions that the customers have with the company from beginning to end. With the rapid innovation and adoption of social and mobile technology, customer behavior, motivation, and attitudes constantly change. As a result, customers are becoming more modern and have many more goods and services choices. The organizations focus on marketing that is likely to increase sales figures, take a company view of service, and are based on their customer's perspective. Understanding customers need more than a view, and it needs constantly listening to what motivates, delights, and annoys their customers. Those measures quantified customers' needs to develop and ensure their positive experience is delivered. The value of service quality affects the customers' loyalty through their journey. The companies must listen to customer needs, trends, thoughts, and feelings, based on cognitive-emotional behavioral, sensory and social responses and word of mouth to and environment offers with their touchpoints with the engagement with the organizations from understanding the goods or services to purchase, use, recommendation, and repurchases. An organization must need a good understanding of customer needs and develop responsiveness because they will start to look elsewhere, which lead to environmental failure (Buttle, 2015).



Figure 2. Customer experience Goes To Capitol Hill (Root, 2021)

Following The Service Quality Model in Manchester235 casino, the method helps create and analyze the customer experience during the Coronavirus 19 pandemic. After the lockdown, the government lifted the restrictions and letting people join the casino face to face. The management creates changes for the safe environment of the employees and their customers. These values affect the customers to build a positive relationship, loyalty, and trust. The management focuses on a fast-changing environment and connection with the customers, providing information for health and safety restrictions for customers and employees (Diebner, et al., 2020). Consumers' interaction and satisfaction depend upon delivering experience and good service, and It is essential for the company through times of epidemic. Wearing face masks all the time, producing hand sanitize, keeping distance, and ensuring the company minimizes the number of customers on the gaming tables and restaurant.

6.0 Service quality

Customer quality service is understanding the customers' needs, providing and delivering professional, and being helpful with high-quality service and consistency. There are three structural constituents: management or ownership, co-workers, and customers. Quality service means employees need to provide timely, attentive, and updated service to a customer, making sure their needs are met positively in the environment. They build a solid relationship with the customers, resolve customer complaints, and respond on time. Employees need to have communication and problem resolutions skills. Delivering quality customer service makes the customers happy and satisfied because the customers are the lifeline of every business, and the customer service team is the organization's face. The employees always need to provide good attitudes and to have knowledge about the products and their services, polite and friendly manners with a smile, not only with the customers but also it is essential to have a good relationship with the management and their colleagues. Consumers' experience is defined by the skills and performers of the service quality team. A business with high service quality will meet customer expectations, reliability, loyalty, tangibles, and empathy. These dimensions will increase profitability and economic competitiveness improvements (Susskind, et al., 2003).

6.1 Service Quality in Manchester 235 casino

In the gambling environment, the service delivery is highly intense. Customer trust and loyalty depended on overall customer service. It also follows casino service-quality experiences, player retention, food service,

consistency, and environmental assurance. These factors keep their consumers attractive and loyal (Prentice, 2014). One of the values at Manchester 235 casino is high-quality customer service. Treating the customers equally with respect and professionalism is essential for the company. Following the SERVQUAL method, they are maintaining and delivering their products and services with innovative ideas. During the current situation with the global pandemic, the company pays attention to employees' front line. When the restrictions have been lifted, and the customers were allowed to join the casino, the management makes sure the staff is managing good customer service and is informed and aware of the promotions, social distance, face masks, hands sanitizing procedures, and expectations, also they empower the workers to reduce delay and customers frustration by encouraging the team to make decisions without asking for permission. Providing training to their employees on how to handle demanding customers and interactions, the management offers support. Hence, the workers are calmer at the workplace without pressure. The employees must stay happy and productive during these challenging times.

The main goal of Manchester 235 casino is to give their customers a response during a peak period and to have entertainment and a fantastic experience from beginning to end with the environment. The casino keeps its consistency and builds a good relationship and profitability. Foodservice plays a vital role in hospitality service delivery. The James Martin restaurant in Manchester 235 casino always makes sure that the food for the consumers is fresh, different, and offered with high-level customer service. Casino management always making sure that the customers are aware and informed with the updates of any policies that may change with the rush and Coronavirus 19, also about the new

tournaments, betting, and food vouchers, and delivering service quality associates positively with players' maintenance (CAESARS entertainment, 2021).

7.0 Relationship Marketing

Relationship marketing views is the relationship between the seller and the customer who is the buyer as partners for a long term, rather than a single and straightforward transactional events. It is one of the significant components of universal marketing. Bringing new customers is not only the solution for the profit of organizations but making existing consumers satisfy is also one of the main aims of the company attract new customers, but they are losing the existing customers the ultimate results will be negative, the new costumers cost a lot more than retaining the existing customer by keeping this factor in mind the concept of relationship marketing will become successful. It is also about establishing an ongoing relationship between brand and consumer. Relationship marketing aims to create long-term customer loyalty and consistent engagement between the organizations and consumers. A good relationship with regular customers helps the organizations promote their business through word of mouth and make sure they have repetitive contributions with their companies. The relationship could also be emotional that the person could connect himself with the brand or work as a promotional tool for an organization. To create connections and values that the company could have, long-term customers must invest money and time in technology, advertisement, and marketing promotions costs. Successful relationship marketing includes strategies, communication, reliability, and technology in the environment to create a solid and long-term relationship with existing clients and customers. There are touchpoints of the customer

orientation before they bought the products, and that's when they use social media for information, review of the products and services, or information provided by the seller. The value of building a good relationship with their consumers is about their experience, which affects the companies reputation for delivering their products and services (Johanesová & Vaňová, 2020).

7.1 Relationship Marketing in Manchester235 casino

Manchester 235 casino strengths are a successful contribution with the potential marketplace and thriving capital with new projects. The environment has a positive aspect of advertising sales and products, strong relationship with suppliers and distributors in the organization market (Murphy, 2020) . Understanding and engaging the customer experience in Manchester235 casino is critical to the company. Customer relationship management and consumer satisfaction are valuable. The employees are making sure that their guests have a good experience with the environment. They are also fully aware that marketing is competitive from products, services, low prices, and promotions. In this market environment, the changes have happened fast. The players' loyalty is debatable. If they are constantly losing on the betting games tables or don't like the food in the restaurant, they could easily switch to the competition and go and come back again (Prentice, 2014). The market profitability in Manchester235 casino is based on the customer betting volumes and the management relationship with the gambling customers. The impact of the Coronavirus pandemic also brought external factors for the relationship marketing in the casino. Because of the consumer changing behavior during the lockdown, Manchester235 casino innovative and develop their online services with promotions, lower prices of poker tournaments and cash games entries, triple rewards on all

jackpot slots, and electronic roulette (CAESARS entertainment, 2021). In those epidemic periods, the company interacted and communicated with their consumers with updates with personal emails of their new promotions and services. After the lockdown, Manchester235 casino creates gaming control for the following regulations for health and safety.

8.0 Evaluation

During Moodle, I have learned about various models and theories, like SERVQUAL and CRM. The class activities helped me work in groups and have more confidence when communicating with people—developing an understanding of customer relationship management, relationship marketing, customer engagement, satisfaction, and customer experience. Those topics helped me understand and describe in this assignment about internal and external factors, relationship marketing. To research different sources and evidence on how to present my work and how the company is adapting and engaging with the customers with the current pandemic Coronavirus 19. Evaluation of understanding and developing customer needs and meaningful relationships between customers and management and customer service are skills I have learned and grown from every lecture during my university journey in this course with the teacher. The tools and structure of the topics are practical and valuable not only in but outside class. In the future, I am planning to continue my education with the same passion as now. To pay more attention in class so I can have a complete understanding of the topics. I want to maintain developing and improve that everything is possible if you work for it.

9.0 Conclusion

Understanding and engagement of the experience of the customers sometimes could be challenging. Not every customer that the organization welcoming is satisfied. There are positive and negative outcomes of services delivery, communication, satisfaction, reviews, and interaction with the consumers. The current situation with the epidemic Coronavirus affected and brought challenging times for the business industries. The global economy caused job losses for many people, changing behavior, unstable mental health, depression, and anxiety. After the lockdown, the marketing industries needed time to recover their profitability and engagement with their consumers. People principles begin to change, and they realize that they could live without any entertainment, a small number of expenses, and additional savings. Apart from stress, loss, and anxiety, the Coronavirus helps people learn a good lesson about their lives and build superficial relationships. Appreciating the time given to their families, friends, and loved ones becomes a priority for many humans, taking care of their health and controlling their expenses on the products they buy. The pandemic's impact helps humanity find themselves and realize how important life and their health could be. The global pandemic reminds us that we are a member of the worldwide village at the same time, no one knows that everyone is the peace of the puzzle, to understand that solidarity and creativity help the people move forward, focusing and supporting the elderly. Families help us to build health care for all generations. It is also reminding us that if we protect ourselves, we protect those who are around us.

This assignment has been discussing the business methods of Manchester 235 casino. The background of the organization has been reviewed to understand the company. Also, the internal and external business environment has been analyzed. Applying SERVQUAL theory

and Customer relationship management for analysis. Relationship marketing in the environment has been described and analyzed customer experience in the casino during the global pandemic Coronavirus 19.

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