



UNDERSTANDING AND ENGAGING IN THE CUSTOMER EXPERIENCE (BMSW 5103)

Introduction-Formative Submission



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LUCA ORENO
1906225

Lecturer Nandish Patel

Has the advent of this new pandemic called Covid19 really influenced the way companies relate to customers or has it naturally caused alternatives and sales strategies based on the expectations of the new era? The final report will feature a detailed and critical writing based on the company for which I have been serving for four years, Vinoteca Ltd, a chain of six restaurants operating in the British restaurant sector with the aim of generating a culinary experience for the customer and maximize customer loyalty through the use of Customer Relationship Management (CRM). Covid19 continues to put a strain on the relations between the seller and the customer, and the report will be structured first of all by specifying the CRM processes through new innovative strategies, thought in a critical way, with the aim of keeping Vinoteca Ltd profitable and understanding the attitude of the consumer through his expectations. The entire reading of the report will focus on finding a solution using critical thinking on a problem that arises during the impact of this new pandemic in the hospitality industry and in this case the company I work for:

Is the manager with high knowledge in knowing how to use CRM as an internal tool, and above all based on existing data, capable of maintaining and perhaps increasing service standards and goods sales despite this virus having drastically impacted the consumer behaviour?

The answer will be based on research applying theories such as Maslow's Hierarchy of needs, to understand which best marketing strategy to adopt to attract the customer to spend more fluently, moreover a better data collection to understand the customer life cycle and then analyse the needs and wants with the purpose of preparing a targeted marketing plan for special clients. Finally, given that Vinoteca Ltd offers a B2C service, it is assumed that the quality of the service greatly affects the expectations of the consumer in order to create loyalty between them, an analysis will be carried out on the possible quality variables. The report will be supported by references based exclusively on the hospitality sector and by the consultation of the material made available from the lecturer in the reading list section, furthermore some case studies addressed during the second term will be illustrated in the Appendix section. Thank you and I wish you a good reading.