UNDERSTANDING AND ENGAGING IN THE CUSTOMER EXPERIENCE

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Introduction

The consumers are at the center of attention for any form of the industry since most of the companies are selling the products to them directly. But in the service industry, the customers are given with higher priority because in the service industries the consumers, their reviews and their opinions allow the continuation of the company and the services that are provided to the consumers. Therefore, most of the companies today are required to give higher focus over engaging their consumer and also create consumer value for the service or the product that is being offered to the consumer of a given industry. In this report, the key aspect that has been discussed is gaining understanding the customer experience and engaging in customer experience. The report has been also presented from the narrative point of review along with the reflective point of view. As the service industry operations are the key factor here, the London based steak house Hawksmoor Guildhall, at Basinghall St, London has been included throughout the discussion.

Overview of the restaurant

The restaurant was first established in the year 2006 by Will Beckett and the company mainly provided the consumers with authentic British steak and later the restaurant also started to offer seafood to the consumers. Over the years, the restaurant has gain higher consumer following and made a huge name for it by providing the consumers with the best form of British originated steak there is for offering to the consumers. The restaurant has been also given with positive reviews by the critics and the restaurant has been also offering bar to the customers. The Overall customer engagement and management system of the restaurant has been also very effective as the locales of London are easily capable of making reservations without any problems and just by making one call, their reservation process is completed. The restaurant has a number of customer service executives that offer reservation to the customers and provide them with the necessary information so that the customers are capable of making a faster reservation. Over the years the restaurant has gained a higher consumer following as the restaurant currently consists of a larger number of consumer base to serve from various locations of London.

The significance of awareness over the demands and the preference of the target consumers

There are mainly three aspects that a company is required to be aware of about the customers and these include; the needs of the customers, the wants of the customer and the preference of the customers. Customer need to use a product so they buy the product and customers want is related to their desire. In the case of preference, the customers tend to select need over the product that they want. Companies are always using tactics that remind the consumers over their needs and hence making them ‘want’ to buy a product.

The companies became popular by satisfying the needs, wants and preference of the consumers and these factors are also responsible for the companies to survive in the business environment. Due to this reason, the companies such as; steak house Hawksmoor Guildhall, London is required to regularly assess consumer needs and provide the customers with the service and the products that they desire.

The current consumers are also capable of profiling their own need and wants and they will always engage with companies that can cater to their needs in a quicker and satisfactory way

(Gummesson, 2014). Therefore the organizational growth will be possible if the companies such as; steak house Hawksmoor Guildhall, London must understand the current needs of the consumers which will help them to make long term relation with the customers.

For providing the best service to our customers at the restaurant steak house Hawksmoor Guildhall, London, we must give significance to the five key dimensions that include; reliability, assurance, tangibles, empathy, and responsiveness, through SERVQUAL model and by valuing the customers, we can make incorporation for managing supply chain, consumer segmentation and educating the employees. The gaps model for service equality can also inform us of the expected service of consumers and service we have provided to them.

The purpose of utilizing the consumer service policies

The customer policy is the service policy for the companies that are required to be followed by the restaurants and this also allows the companies to interact competently with the customers of the organization. While working as the host of the restaurant Hawksmoor Guildhall, I have experienced that the restaurant always followed the quality standards to fulfill the needs of the customers along with attaining a higher value of the customers and also various reasons are included here and these are.

- The company can retain a higher number of long term consumers and make customer data assessment from all the areas of business organizations.
- The loyal customers spread positive word of mouth for the restaurant (Goi, 2015).
- Customer satisfaction is included in the service policy, hence enhancing the revenue for the company.
- The policies allow the companies to make the consumers view the company as an individual enterprise along with fulfilling the touch point of consumers for a precise position and this also attracts consumers towards the company.

The source of ethics, the decision of the buyer and the concern for sustainability

The key component of ethics in sourcing is practiced through ethical sourcing where the company focus over buying the resources from the suppliers that also produce the resources by

thinking about the environmental degradation and the future environmental safety (Chun, 2013). The companies such as the Hawksmoor Guildhall may have to make consideration over the environmental issues when purchasing seafood as this tend to hinder the marine life but for the rest of the meat product that is offered by the company, they can establish and ensure the practice of ethical sourcing suppliers.

The consumers today are also interested to buy the products that are supplied by the producers that are included in the ethical sourcing in business practice (Garcia-Morales, 2015). Many consumers today are more inclined towards buying a product and use the services that do not directly or indirectly hinder the environment and this has been suggested by the reports provided by Mintel Press. Almost 45% of the consumers focus on buying products that are prepared through ethical sourcing and 52% are ready to ignore the product of the companies that use unethical sourcing to buy the products.

The consumer's previous experiences with other companies play a huge role to trigger their current buying decisions. And whether they will give value to any product or not and this also impacts the pricing and the quality of the products and the brand value of a certain product or service.

I believe, making the customer decide for buying a certain product relies on the aspects that are related to ethical sourcing and this also affects over the companies to practice business sustainability and the process of food preparation also impacts over the restaurant's capability to meet the customer demands. On the contrary, the fair-trade in business operations and becoming more transparent over these issues can allow the company to create a positive image for environmentally conscious consumers.

Experience of the customers

The customer experiences for the companies include focusing over offering the customers with products that are distinctive and align with the taste of the customers (Tsai, 2015). The companies are also required to execute the process by the use of innovative ideas to gain customer value for a longer time period.

Hence, I will state here that, there are unique phases that the companies can use for the purpose of providing the customers with a pleasant experience and these phases can also allow the consumers to be interested to maintain a long term valuable relationship with the restaurants.

- The companies can care for the customers by fulfilling the touch points.
- Providing the service in accordance with the need and time of the customers and by analyzing the current consumer segment.
- Creating events based on the preference of the consumers.

By following these phases, the company can ensure the best services for the customers and also repeatedly provide the services to the current customers.

Managing the supply chain

The key aspects of supply management include providing the desired products to the consumers in accordance to their preference and the key aspects that the companies focus here include; acquiring, convert and dispense the products to the consumers. The process of supply chain management or SCM is an effectual procedure.

The supply management is the cost-effective way when carrying out the organizational operations but failed to control the process can lead to 25% of the production wastage. The restaurant Hawksmoor Guildhall is required to use the Just in time or the JIT process for the purpose of implementing an effective form of supply chain process (Arabzad, 2012). This means using a proportion of raw materials to prepare the products (meals) within the given time and also ensuring the elimination of possible wastages. But the process also requires effectual planning that must be made by the company which includes; demand assessment for the customers, inventory assessment, effective transport process and managing the flow of order. The kitchen staff of out restaurant use the pull-based SCM during the seasonal change in demand and the push-based strategy is used for rest of the year, Hence, the kitchen staff of Hawksmoor Guildhall is always focusing over carefully storing the meat products.

The alignment among the demand and supply is also ensured by the head chef of our restaurant to implement the SCM competently and the superior form of asset management has brought improvement to the delivery process. This has also helped Hawksmoor Guildhall to enhance the

sales of the company. Although, this is significant for the Hawksmoor Guildhall, to give assurance over the eradication of rigid approach and the deformation of information caused by the impact of a bullwhip, which can negatively influence the SCM process of the company.

The components for driving consumer engagement

While my service as the host of the restaurant Hawksmoor Guildhall, I witnessed that many factors are associated with customer engagement and this also helps the company to make stronger customer engagement for their selected consumer groups. These aspects have been discussed in this part of the report.

- Product: the customers are attracted towards the product that is offered to them by the companies and due to this reason, the companies must always focus over providing the consumers with the products that match to their preference and this will make them make repeat purchases (Abdul-Muhmin, 2012). The restaurant Hawksmoor Guildhall is aware of this issue and due to this reason, they offer the most exotic form of steak to the consumers.
- Service: The restaurant and the quality of service that they maintain highly impacts over creating long-lasting customers experience. The restaurants such as Hawksmoor Guildhall are required to work in accordance with the service policies that are regulated by the government. The restaurant Hawksmoor Guildhall has been ensuring superior service by providing the consumers with a hygienic environment.
- Price: the customer engagement is also created by providing the appropriate price for the consumers and this also displays the business practices of the company to be fair and legitimate.
- The emotional attachment and the perception of the consumers: the companies that prioritize and give higher importance to the consumers can effectively create an emotional attachment with the customers. As the aspects are aligned, the process of customer service can be retained for bringing business improvement. On the other hand, by identifying each group of the segment, the company can save time by digital and self-directed process and also help with the inquiry of the consumers of the restaurant.

  For the purpose advertisement and marketing of the product the restaurant Hawksmoor Guildhall, focuses on the factors that meet the customer requirements and the due to this

reason, the restaurant markets their products by highlighting over the factors of selling authentic English Cuisine to the customers.

Customer relationship management

The process of CRM is carried on by the use of mutual principle and the process is carried on by the companies through providing the superior and quality service to the consumers in exchange for money. In a more realistic and logical view, the CRM is the management planning that the companies use for meeting the consumer requirements by the most ethical way possible.

The companies are always focusing over providing CRM process for the loyal customers and they also work to provide the customers with long-lasting CRM experience through analyzing the current loyalty of the customer and predicting the customer expectations for future (Placetini, 2014). The companies are capable of providing the best form of satisfaction to consumers, along with making reduction over the cost of direct marketing along with showing efficacy to attract the consumers. The CRM also enhances the volume of sales and brings expansion for the business. The enterprise system is effective for companies for acquiring merit in operations. The integrated software such as Enterprise resources planning and the enterprise system collects the required data and use them for carrying out various activities related to CRM.

The enterprise system enhances the efficacy of the operations by making competent changes along with standardizing data. The companies can also make changes to expenses without any problem as the data is provided to make the best decisions and also make quicker processing of the request that is made for providing best services. The company can also make an analytical decision with this to make a profit. But the overall process can be expensive to use for the for many companies.

Continuing CRM process

There are certain stages that are included for the creation of CRM and these are;

- The process of setting the target groups and consumer segmentation.
- Offering the demanded products so that they become enthusiastic.
- Using effective marketing content by CRM and also bridging communication with them.

The companies also require the right form of distinctive approach for providing the customers with the best service through the use of technology and these are;

- Using relevant methods to implement the most effective form of CRM activities.
- Training employees and making them competent to carry out the best CRM process.
- Using employee training and relevant methods for bringing retention of ineffective CRM practices.

The restaurant's customer experience map

This is process is a highly critical process as the company has to envisage the customer engagement process; from the offering of the product until the customer experience is conveyed. For the restaurant Hawksmoor Guildhall, the customer mapping mainly includes; making acquaintance with the customers through advertising about the product and by the process of social media marketing (Abdul-Muhmin, 2012). The customers also gather information for the company by making the web visits, online forums or the interpersonal interaction with the other customers that have visited the restaurant. After performing this process, the new consumers tend to visit the restaurant to experience the foods that are promised by the company and they also provide response over their experience.

The restaurant Hawksmoor Guildhall, tend to utilize various touch points of the consumers and they also collect data to ensure that the consumers had pleasant experience after dining at the restaurant. The company is not always capable of getting information by the use of traditional media and hence other types of communication process are also used. The communication touch point of the company is; using the website; for the pre-purchase; interpersonal communication, mailing, phone conversation; for providing them with post-purchase queries. The consumers of the Hawksmoor Guildhall, also prefer our team that handle the interpersonal process of communication as these teams are always showing friendly behavior with the consumers when communicating with them and giving an answer to any of their queries. The CRM of the touch point has recently shown incompetency in providing the consumers with a relevant form of information and hence changes must be introduced.

Using digital technology

The consumers can make clear and effective communication with the companies by making communication with them through the use of the digital technologies available to them and this also provides the consumers with the best form of experience (Placetini, 2014). The restaurant Hawksmoor Guildhall is also providing the customer with the best digital services to provide the customers with a superior experience.

- Mobile: the restaurant Hawksmoor Guildhall has provided the employees of the customer service with mobiles so that their queries can be answered at any time.
- Credit card: this allows the consumers to make payments in a secure manner.
- Online conversations and email: the company also uses the social media customer service team so that the instance reservation can be made along with answering the queries of the customers.
- Website: the restaurant Hawksmoor Guildhall, has designed the website in such a way that provide the consumers with all the forms of information that includes; the menu, the process of reservation, the available payment methods, the new offers and discounts along with the reviews. The future CRM process can be also assured by the use of digital technology.

This is can concur here that using digital technology for customer relationship management (CRM) has been highly profitable for companies such as Hawksmoor Guildhall and the reason is that the CRM process has been cost-effectively providing the consumers with the necessary information for business and also allowing the companies such as the restaurants to respond to the customer's inquiries in a prompt way.

The CRM system and its benefits and drawbacks

The customer relationship management is the process where the companies use the digital technology for gaining the outcomes that are measurable and I have presented here the benefits of CRM process witnessed by me during my service at the Hawksmoor Guildhall.

- The main focus is over best customer service and also allowing gaining their feedback.

- The company can provide the services to the customer all the time and every day by the use of CRM.
- The overall activation cost of the process is also low.
- The company can ensure a higher level of satisfaction to the consumers since the CRM system response to the customer queries in a faster manner by making a prompt response.
- The companies such as; Hawksmoor Guildhall, can also ensure over providing any form of extra information to the consumers by the use of CRM.
- Higher data collection can be made by the use of the CRM and the company can also use the data that is necessary for the consumers.

The setback of CRM also exists and I have encountered them while engaging in conversation with the customer service team at Hawksmoor Guildhall.

- Digital and AI means are used for acquiring the information of the consumers and many consumers might feel uncomfortable to provide their personal information which is stored in a website of another company.
- It is believed that many consumers might not feel safe to store their information and they might also show distrust as they presume that their information will be misused.
- Many consumers are also afraid of possible hacking and they also might not trust the internet security provided to them by the company as these securities keep upgrading.
- The CRM system tends to be insensitive by delivering abundant information to the customers for the purpose of marketing the product.

Hawksmoor Guildhall and the customer service strategy

The restaurant Hawksmoor Guildhall has been also using various customer service strategies for the purpose of retaining their customers and they are also working forward to provide the best satisfaction to the consumers as well. The current customer service strategies of the restaurant Hawksmoor Guildhall has been discussed below.

- The key focus of this strategy for the restaurant Hawksmoor Guildhall is to provide all the information that they require by making customer data analysis (Kumar, 2017). This strategy helps out a restaurant to clear any form of confusion of the customer. Our restaurant will inform the consumers over the discount that is being provided along with

the included service charge so that the process of ethical business practices can be carried out by the restaurant.

- The restaurant Hawksmoor Guildhall also gives more importance to the old customers in comparison to the new customer as this allows the company to make more profit and also ensure the continuation of the business practices by making long term relationship with the old customers. The membership cards have been also offered to the old customers and they are also provided with gift vouchers during festive seasons.
- The restaurant Hawksmoor Guildhall, has been using the strategy to prioritize the old customers so that they spread good word of mouth about the services that are being offered and the restaurant also offers the consumers with the loyalty cards so that the new customers join the restaurant and can be also retained after receiving positive word of mouth from old customers.

As the restaurant Hawksmoor Guildhall uses these strategies, they are become capable to serve the consumers with the products in accordance to their tastes and this can also allow the restaurant to make an improvement to the process of data collection in accordance to the customer preference.

Recommendation for making an improvement to the quality of customer experience

There are still certain gaps that remain for the restaurant Hawksmoor Guildhall as the company might fail to implement the best services to provide a satisfactory experience to the customers (Buttle, 2015). Hence, certain recommendations have been provided to ensure the quality customer experience for Hawksmoor Guildhall restaurant.

- ✓ The Hawksmoor Guildhall restaurant is required to take the most relevant information of the customers so that the best service can be prepared that matches their preference and provides them higher satisfaction.
- ✓ Therefore, all the scope out company gets to acquire information of the consumers, they are required to use them but this is important to be discrete and sensitive when our restaurant is collecting the customer's information.

- ✓ The gaps in the service quality can be only known by taking the necessary response of the consumer but the restaurant must also provide the customers with options to provide their feedback. The employees can be also provided with training so that, they can motivate the customers to provide their feedback and this, in turn, can be collected analyzed to prepare superior service for the customers.
- ✓ The fair trade regulations of the company also must be advertised. The other services that are required to be marketed can include; the recycling process of the company and the water consumption process of the company. By marketing these organizational aspects our restaurant Hawksmoor Guildhall can create a positive brand image of the company and also show the ethical values of the company.

Conclusion

The steak house Hawksmoor Guildhall and the current process of the restaurant to provide the best customer experience is the key discussion that has been made in this part of the part. The steak house Hawksmoor Guildhall is also required to view the customers and their needs with higher importance and they are also required to take various initiative for the purpose of building good relationships with the customers and also ensure the better form of the customers experience. On the other hand, the report has also given focus over the customer relationship management where the key focus of the discussion has been given over the ways the CRM process can be established and implemented for the consumers.

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