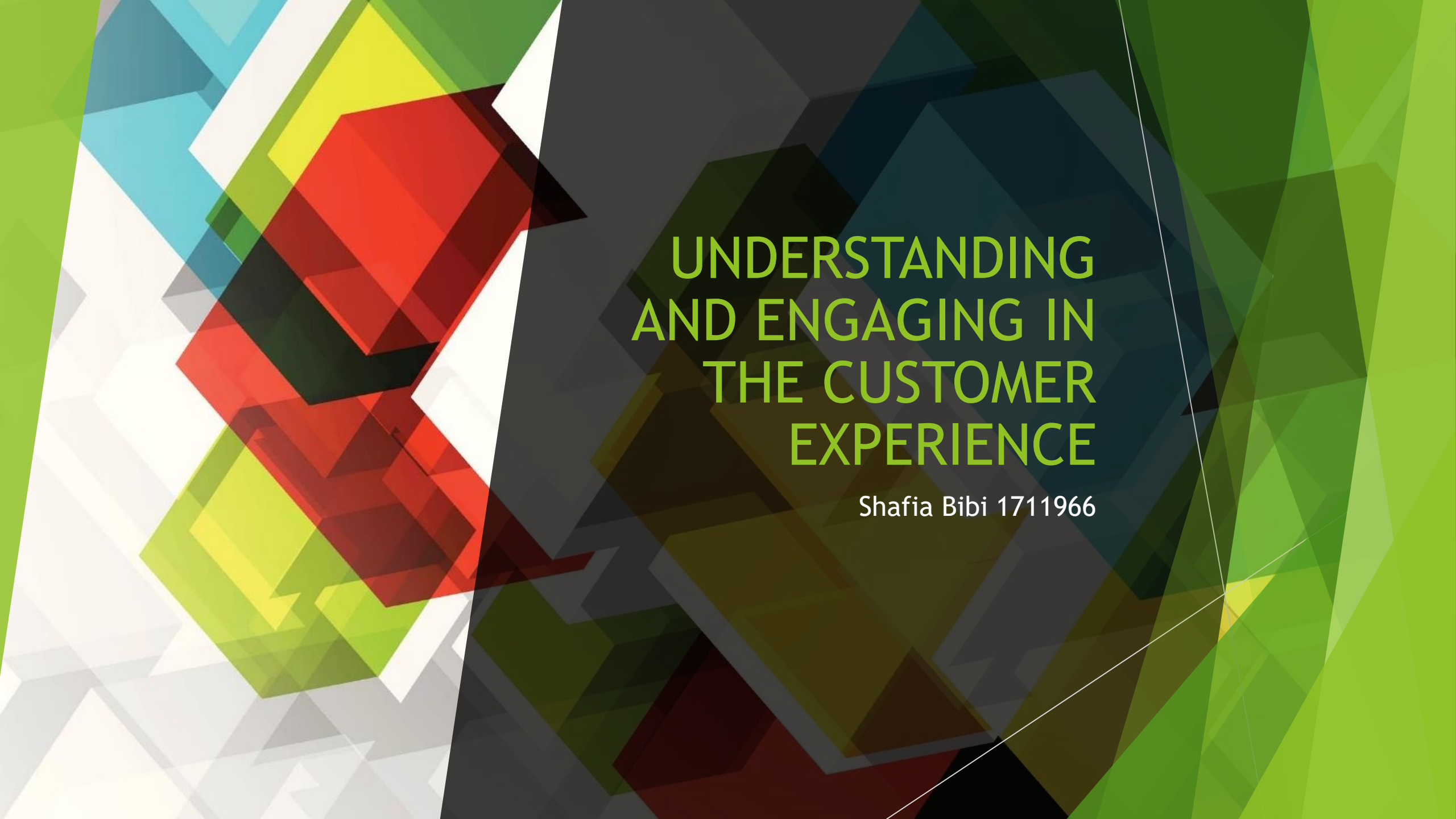




UNDERSTANDING AND ENGAGING IN THE CUSTOMER EXPERIENCE

Shafia Bibi 1711966

SUMMARY



Customer experience is the interaction between a company and a consumer.



The consumer may express their feelings of a service through their shopping experience.



Feedbacks, survey systems and data collection techniques.



Engaging in the customer experience may boost company loyalty and profitability. THEORIES.

INTRODUCTION

This presentation will emphasize the importance of quality processes in the workplace.

What is quality? Quality is the standard of something, in regard to excellence.

The quality of something may be good or bad, or somewhere in between.

This presentation will discuss workplace quality and how it is measured through its products and services.



▶ ASDA

Asda, founded in 1960s by the Asquith brothers, is a British supermarket retailer.

Sell foods, clothing, electronics, homewares, health and beauty products and toys.

MISSION is to never lose sight of their goal of “Save Money. Live Better.”

QUALITY PROCESSES IN THE WORKPLACE

Customer experience can be viewed in two different ways: one from the customers point of view, and another from the company's point of view. A company must provide services or products, for customers to gain customer experience.

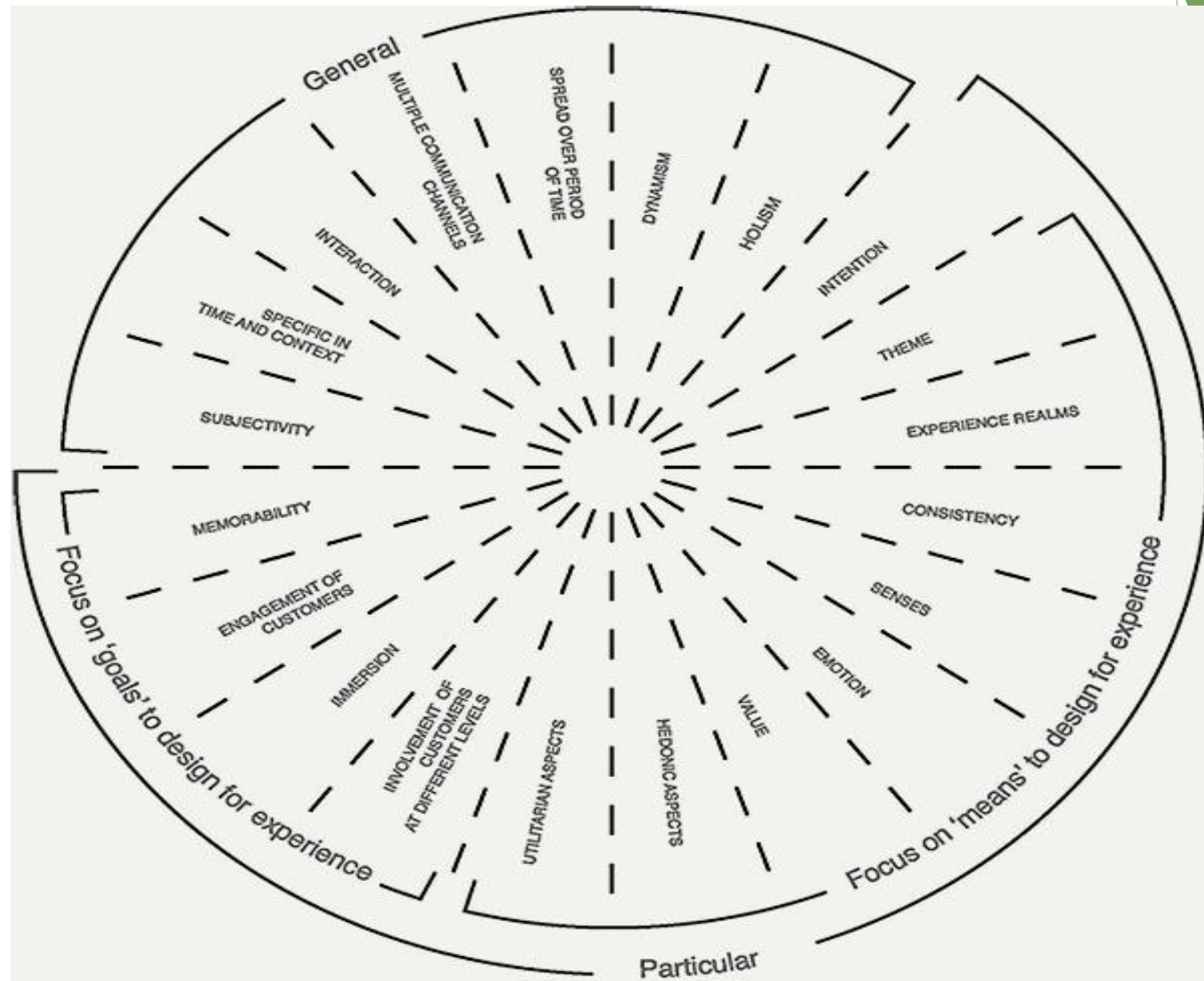
Customer experience can be managed through Customer Relationship Management. CRM acknowledges the principles, practices and guidelines that a company follows when engaging with its consumers.

By having a CRM in place, Asda can ensure to build and maintain relationships with their customers.

EXPERIENCE WEB

The Experience Web resembles a multidimensional structure, in which different areas of customer experience can be seen. There are general and factors that play an important role in the customer experience.

Customers have opportunities to have a direct and indirect contact with the company. Direct contact usually takes place when using the service (which can be classed as touch point) and indirect contact usually occurs through recommendations and advertising.



MARKETING ETHICS

Ethics refers to the appropriate behaviour in a business. It implies doing the right thing. This would involve policies and procedures.

Sometimes an employee's personal values may contradict the employer's ethical principles or vice versa. This could have great effect on customer experience. Ethics can include (but not limited to) marketing research, product and package strategy, distribution, pricing and promotion.

- Asda has been accused of discrimination against its employees in 2017.
- Lawyers presented 15,000 current and past employees brought an equal pay claim against Asda.
- Asda have been unethical in their practises and face judgment.
- Asda has also been named as the worst of the giant supermarkets in the treatment of suppliers.
- In 2016, Morrisons was at the bottom of the list but now Asda falls below them.
- Broke the code of practice by going into slave labour.



SUSTAINABILITY

Sustainability refers to activities in relation to the long-term goals of the business and customer needs, without affecting the future generation in terms of economy, environment, human and social factors.

- Sustainable marketing can be achieved through ethical marketing.
- Marketing can be affected by prices, selling power and pressure, deceitful practices, outdated methods, poor performance, services and unsafe products.
- Example of deceitful practise could be seen in Asda's advertising methods: sugary drinks and baby wipes.
- Asda stated that their stock of palm oil was all sustainable. This could be unethical and misleading as without the trademark, they may contain mixed conventional palm oil.

- Asda sold products that were not labelled as organic or free-range.
- Also sold brands that tested on animals. Tesco had the worst rating as they removed their cut-off dates of its own brand.
- Some customers are vegetarians / vegans, who want to know how and where products are sourced.
- Asda is not protecting people's rights and human sustainability if they are being unethical with their products.

QUALITY MODELS AND THEORIES IN RELATION TO CUSTOMER RELATIONSHIP MANAGEMENT

DEMING'S 14 OBLIGATIONS OF TOP MANAGEMENT

ISHIKAWA CAUSE AND EFFECT DIAGRAM

JURAN'S THEORIES OF QUALITY



- Managing quality of service and relationships can enhance efficiency and provide better and consistent control.
- Also enables Asda to gain a better understanding of their customer needs.
- It would also boost customer satisfaction and may encourage them to return in future.
- This would generate more income and keep all stakeholders happy.



- Such systems in place could be too structured and not flexible.
- It can be timely and a complex system to maintain.
- Stakeholders must ensure they follow systems appropriately for the method to work swiftly and correctly.
- If CRM and the ethical systems were half-heartedly met, key points could be missed.

- By improving quality, this will boost productivity and market share, whilst lowering costs in the business.
- Point 1: Asda's strategy for business remains the same and they are being consistent with customer experience.

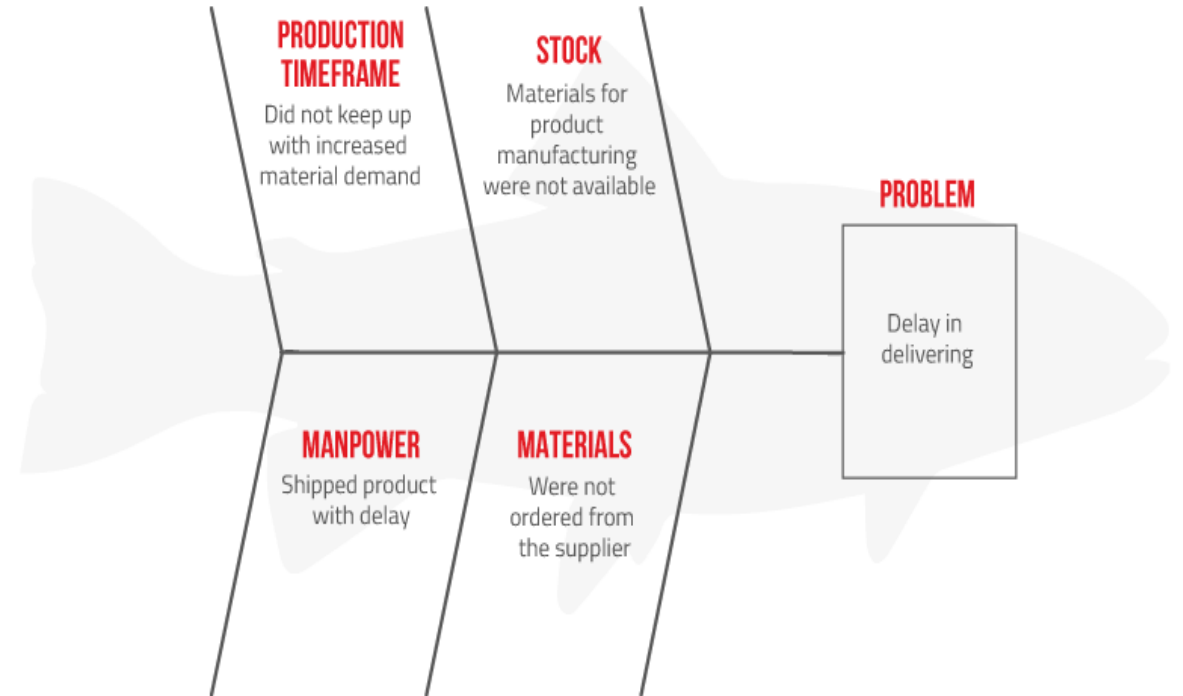
Deming's 14 Obligations of Top Management

1. Create Consistency of Purpose
2. Adopt a New Philosophy
3. Cease Dependence on Inspection
4. Stop Awarding Business based on \$\$ Alone.
5. Continuous Improvement of Production Processes
6. Modernize On The Job Training
7. Institute Leadership
8. Drive out Fear
9. Break Down Department Barriers (Silos)
10. Eliminate Slogans that do not provide a Method
11. Eliminate Quotas & Work Standards
12. Remove Barriers that rob Pride from the Individual
13. Institute Programs for Education & Training
14. Structure Management to focus on 1 - 13

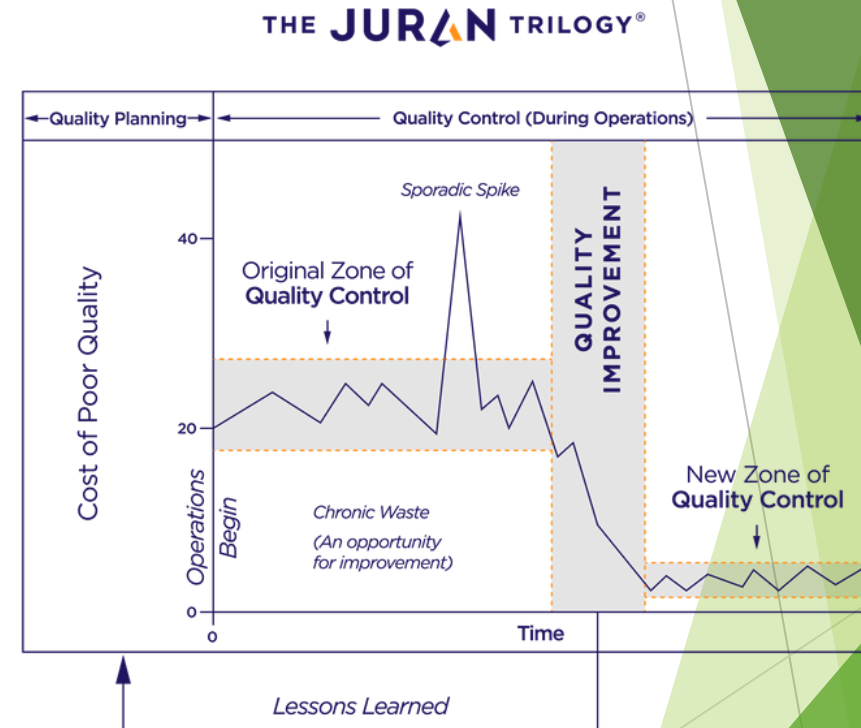
Companies Awarded Deming Application Prize (1970-2002)

No.	Companies	Year
1	.Toyota Motor Co., Ltd	1970
2	.Nippon Electric Co., Ltd	1973
3	Nippon Steel Corporation	1975
4	.Aisin Seiki Co., Ltd	1977
5	.Toyota Auto Body Co., Ltd	1980
6	.Komatsu Ltd	1981
7	.Aisin-Warner Ltd	1982
8	.The Takaoka Industrial Co., Ltd	1985
9	.Aisin Seiki Co., Ltd	1990
10	.Aisin AW Co., Ltd	1991
11	.Aisin Chemical Co., Ltd Takenaka Corporation	1992
12	.Aisin Keikinzoku Co., Ltd	1994
13	Maeda Corporation	1995
14	.Philips Taiwan Ltd	1997
15	Sanden Corporation (Sundaram-Clayton Ltd., Brakes Division (India	2002

- Many organisations use this strategy to get to the root cause of a problem. There could be many reasons but narrowing it down saves a lot of time.
- Can help identify a series of problems.
- Asda could use this to gain better understanding and rank the problems in order of how challenging it can be.
- It would help identify any future problems too.
- This method requires the whole team to be assessed, e.g. staff sickness.



- Communicated through a graph, which consists of time and cost.
- When used correctly, the graph shows hidden problems that are present in the workplace.
- 20-30% of work must be revisited due to issues (chronic waste).
- This issue will continue to run in the long run, unless the root cause is identified and rectified. This is known as cost of poor quality.
- Problems may be hard to remove, therefore room for improvement must be allowed.
- The sudden rise of the hidden problems could be due to unforeseen activities in the workplace.
- Changes must be made to bring the level back down and enter the new zone of quality control.
- Keeping below the 20% mark of chronic waste could bring positive results. An example of a problem that may occur is bad customer services.



EFFECTIVENESS OF THEORIES

- All theories include the organisation and its stakeholders.
- Everyone must be involved in the total quality management.
- Deming believed changes of systems comes from external factors, despite employee efforts.
- Juran believed changes came when there was clashes with employees and the management team.
- He believed the manager should be training and developing employees.
- All believed there are no quality costs, but quality can be controlled.
- Deming also believed innovation came from freedom but Ishikawa and Juran believed it is gained through teamwork.

ASDA AND STAKEHOLDERS

The internal stakeholders of Asda are employees, managers and shareholders.

The external stakeholders are suppliers, customers, creditors, community and the government.

- Asda considers views of customers, making changes e.g. marketing activities.
- Customers adhere to standards of Asda.
- Asda and Suppliers reducing plastic bags, producing more fabric bags.
- Customers re-cycling old plastic bags.

SWOT ANALYSIS

A SWOT analysis is an analysis on strengths, weaknesses, opportunities and threats. Identifies any issues that may be present or may arise and how they can be dealt with. Strengths and weaknesses are internal factors, and opportunities and threats are external

STRENGTHS	WEAKNESSES
• Give room for improvement • Provide relevant training • Involve their stakeholders	• Gender discrimination • Misconduct with suppliers
• Deliver better customer experience • Learn from past mistakes • Outrun other competitors	• Tesco • Sainsburys • Morrisons • Aldi
OPPORTUNITIES	THREATS

RECOMMENDATIONS

Allow more room for changes and improvement.

Stay focused on their goal, which is to save money, live better.

Asda should continue to involve its stakeholders for better productivity and higher profitability.





THANK YOU!