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Module name: Understanding And engaging in customer experience

The aim of this report is to identify the impact and the influences of both internal and external factors including covid 19 has on the quality of an organisation's system. The organisation that I have chosen for this report is Tesco. This company has changed a lot throughout the pandemic. The nation was reliant on companies like these to provide them with the essentials. Tesco was one of the many companies that had to serve their customers throughout the pandemic. At the beginning of the pandemic customers were unsure of what was to come and because of that they went into a panic. They started stocking up on food and toiletries supply, the supermarkets were filled everyday which put a lot of pressure on the workers. Customer engagement is the communication and interactions the company creates to connect with customers, influence the journeys, drive more sales, increase customer participation and loyalty. More customer interactions lead buyers to find your brand more valuable and provide you with customer insights.

Customer relationship management is an essential part of managing a business. The customer relationship management theories that will underpin this report are strategy model, organisation model and leadership model. CRM theory refers to the idea of integrating customers. The ultimate purpose of CRM is to increase profit. In the case of CRM this is achieved mainly by providing a better service to the customers than your competitors

Tesco is a British multinational groceries and general merchandise retailer. Their main purpose is serving shoppers a little better everyday. At the end of this report I will outline my findings along with any recommendations I may have.