

Customer experience analysis

[Business](#), [Management](#)



Before the description of my consuming experience and analysis, it is worth to emphasize the importance of Customer Relationship Management (CRM). Recent years, the consuming markets are almost saturated and stagnant; customers are not same as before, they will switch rapidly if they were not satisfactory. There are many reasons order organizations about CRM. In my journal, I will share four of customer experiences and analysis them to identify the importance of CRM and make more aware of interactions between customers and organizations. There are three parts, the brief description and analysis of the experience; identify the relative CRM things of every organization which mentioned; recommendations for those organizations for managing customers. Descriptions and analysis of experiences

Hanavie - a hair salon I've being a member of Hanavie for 3 months and have a constant hairdresser who is very friendly and experienced. The first time I went to there for hair cutting and coloring since the recommendation of my roommate. I booked on the previous day and chose the hairdresser. It is no exaggeration to say that Hanavie is the only one satisfactory hair salon for me during my lifetime and I'm a loyal customer of Hanavie. Every time I went there I can reach or even exceed my expectations. Commonwealth bank

The second experience I will share is about Commonwealth bank. I had received an email last month which invited customers to apply student credit card and with an attractive conditions of \$50 cash bank. Because I have no credit card, when I received that card I decided to apply one. Last two weeks ago, I went the bank at Rhodes shopping centre and the staff helped me

finish the application steps on a computer. The staff is very nice at the bank; they smile a lot and very patient during the communication. I trust Commonwealth bank and I believe I will choose it in the future.

IKEA

I had bought quilt cover and sheet last week at IKEA. Because I forgot size of the quilt and the bed, I picked two wrong size goods. Until I opened the package I found they were too big to my quilt and bed. I found the receipt with words which mean customer can change their mind and return goods. Even though I had opened the package, IKEA allowed change the suitable goods for me. It is really satisfied for me about the service. Furthermore, the quality of the good is not very nice but the good service can increase my satisfaction. In summary, I am not fully satisfied with IKEA.

Coles

I have to go Coles because Rhodes has no other big super market. I believe I just behaviorally loyal with Coles in Rhodes shopping. This branch is not enough big and has fewer kinds of goods than Woolworth at MQ; the quality and price of goods is worse than Woolworth, such as vegetables and fruit. Additionally, the self-serve checkout system is problematic, I must put all of things on the top, if I put them on the floor which already been scanned the system will stop checkout and I have to ask the staff to help. But there also have more merits, such as Coles is more clean and quiet than Woolworth. In totally, Coles can reach my expectations and I'll go on consuming at there until I leave Rhodes.

Related organizations and their CRM strategy

Hanavie and its CRM strategy Hanavie give every customer a membership card which rules 1 point for each service and customer can get a \$5 discount with 5 points and \$10 discount with 10 points. But it is not a complete CRM strategy without an information system. They just record the customer information on a notebook. But Hanavie is a small hair salon which is not necessary to introduce a formal CRM strategy. In my opinion, their membership is not enough to attract and maintain customers. For most people, hair dressing is not the most frequent things to do in their daily life; it will take a long time for a customer to get the small discount. During this process, some of the customer will give up to accumulate the points.

Commonwealth bank and CRM strategy

Each of banks will save the detail information of their customers. No matter for the safety of nation and for the bank itself and for customers, it is necessary to keep the information and built a data base to save the information. It is a useful CRM strategy which can help to save the customer base and achieve the organizational goal. This bank provides abundant customer value via their intelligent services and projects which can make the most of customers satisfied and loyalty. Of course, to some extent, the CRM strategy of Commonwealth Bank is successful.

IKEA Case

To be a famous home furnishing retail store, IKEA is a successful case. Their segmentation focuses on the low and medium- class consumers and the sales is really amazing around the world. IKEA understand their target customers' behaviors, value perceptions and motivations. They can deal with

the relationship between customer satisfaction and customer loyalty and utilize the relationship on CRM. IKEA provide membership for customers which can help to keep the relationship with customers. Membership is a significant invention in this modern market. It helps retain information of customers and identify the more frequent consumers and encourage them to do more consumption.

Coles

You can go the website of Coles to shop online and there has a discount of “my five” which you can choose five goods you buy most frequently and you’ll get a discount for these five goods. Coles also participant the project of “flybuys” which helps the cancer children and get a discount air tickets and so on. To this kind of retail store, the CRM is relatively difficult because most of their customers are behavioral loyalty. Customers will choose the supermarket which is the most convenience and nearest their home. Thus, for Coles, it is relatively successful on their CRM strategy.

Recommendations for these organizations

Recommendations or Hanavie Since Hanavie is just a small hair salon, they can handle the information saving job according to hand-writing. But it will be better if they can use an information system which can record the information more correct and search them faster. There are some improvements: the hair dresser should communicate with their customer more than before in order to understand what is really needed; In order to develop an information system, they can send email to notice customers the special discount day to attract the repeat-business. Additionally, they should

pay more attention on customer experience to help them understand customer value well.

Commonwealth bank

The commonwealth bank has already developed a useful CRM strategy, but there also have some point need to be improved. First, CRM require focusing on customers. Thus, this bank may have to pay more attention on customers and provide more convenience to them, that is to say, they should become customer-oriented (Luis E., Alejandro, María and Anna C, 2007). Second, communication with customers should be improved, not only via email and advertisements; there also can be much ways to utilize. Such as employ some customer manager to communicate with customers face-to-face. And emphasize the importance of call centre (SAP Insider, 2007). Third, there can be more finance products and deposit project for customers to choose.

Ideas for IKEA

IKEA provide the good service but the quality of the goods is not positive to talk. There something need to improve is about the quality of goods. Organizations should try best on maximizing the customer value (Wikipedia, 2013). It should be noticed that the basic criteria is necessary to customer satisfaction (Kano, N, 1984). Second, the important thing of a successful CRM strategy is the information technology system, but it is a pity that IKEA does not provide a website for Australia. There should be develop a website branch for Australia.

Suggestion for Coles I think Coles can develop a new membership system which can save the detail information of customers. The membership can

accumulated the buying points and give a special discount for customers. This system can help concentrate on customers but not product oriented (Luis E., Alejandro, María and Anna C, 2007). Second, the new membership can attract more emotional and attitudinal loyal customers than behavior loyal customers and occasional customers (Bowen and Chen 2001). Furthermore, the self-serve checkout system should be update in order to avoid the unnecessary trouble and time-wasting for customers.

Comparison and Conclusion

With different organizational goals, the different CRM strategy will be develop by organizations (Goodhue, Wixom and Watson, 2002). Hanavie is a small business then CRM system is not really necessary for it; Coles is a big retailer store and there are many occasional and behaviorally loyal customers, thus, CRM strategy is different with other kind of organizations; IKEA have a really nice service and they are relatively customer-oriented. In the conclusion part, I want to emphasize again the importance of CRM strategy. CRM use appropriate channels to get customer satisfaction and develop the long-term relationship with customers (Plumpton, 1999). In general, in order to make customer satisfied and maximize the customer value, customer relationship management can be a useful tool for organization.