

Concept of service quality in call centre industry

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Has Father Daniel Mary established a future direction for the Carmelite Monks of Wyoming? yes

What is his vision for the monastery?

He wishes to take the 13 monks who are living in a small home used as a makeshift rectory and move to a nearby ranch that would accommodate 30 monks, a gothic church, a convent for Carmelite nuns, a retreat for visitors, and a hermitage; essentially wants to create a new Mount Carmel in the Rocky Mountains Acquiring a large parcel of land and making a new Mount Carmel “ We beg your prayers, your friendship and your support that this vision, our vision may come to be that Mount Carmel may be refounded in Wyoming’s Rockies for the Glory of God.” What is his vision for Mystic Monk Coffee?

To generate profit to help turn his dream of purchasing land into a reality

What is the mission of the Carmelite Monks of Wyoming?

Use Mystic Monk coffee profits and donations from townspeople and Catholics to fund a purchase of land to create a Mount Carmel in the Rocky Mountains Does it appear that Father Daniel Mary has set definite objectives and performance targets for achieving his mission? Raise \$8. 9 million; use current donation of \$250, 000

Yes. Acquire property through donations and profits generated by the monastery’s Mystic Monk coffee operations; \$250, 000 donation to support whatever purpose monks chose; group of Cody business owners formed New Mount Carmel Foundation to help monks raise funds What is Father Prior’s strategy for achieving his vision?

See above

What competitive advantage might Mystic Monk Coffee's strategy produce?

Good cause; superior specialty coffee

Is Mystic Monk Coffee's strategy a money-maker?

In short-term; need to expand marketing efforts and increase demand in order to grow profit What is MMC's business model?

Online; word of mouth

What is your assessment of Mystic Monk Coffee's customer value proposition? Higher end of premium quality specialty coffee, but they have the cause to go along with the product ...it's profit formula?

...Its resources that enable it to create and deliver value to customers? Use same resources until demand begins to grow, then purchase extra equipment and consider hiring out duties or adding new monks to the job Does the strategy qualify as a winning strategy?

Why or why not?

What recommendations would you make to Father Daniel Mary in terms of crafting and executing strategy for the monastery's coffee operations?

Expand marketing; increase wholesale marketing to catholic churches; make vision/mission known to churches and sell to them, 69 million American Catholics; sell to churches for use in church, increase likelihood of patrons buying it Either eliminate sample bags or impose a minimum purchase

Are changes needed in its long-term direction? (explain all) ...its objectives?

.... its strategy?

...its approach to strategy execution?