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RETAIL BUSINESS UNIT 1

Customer Experience

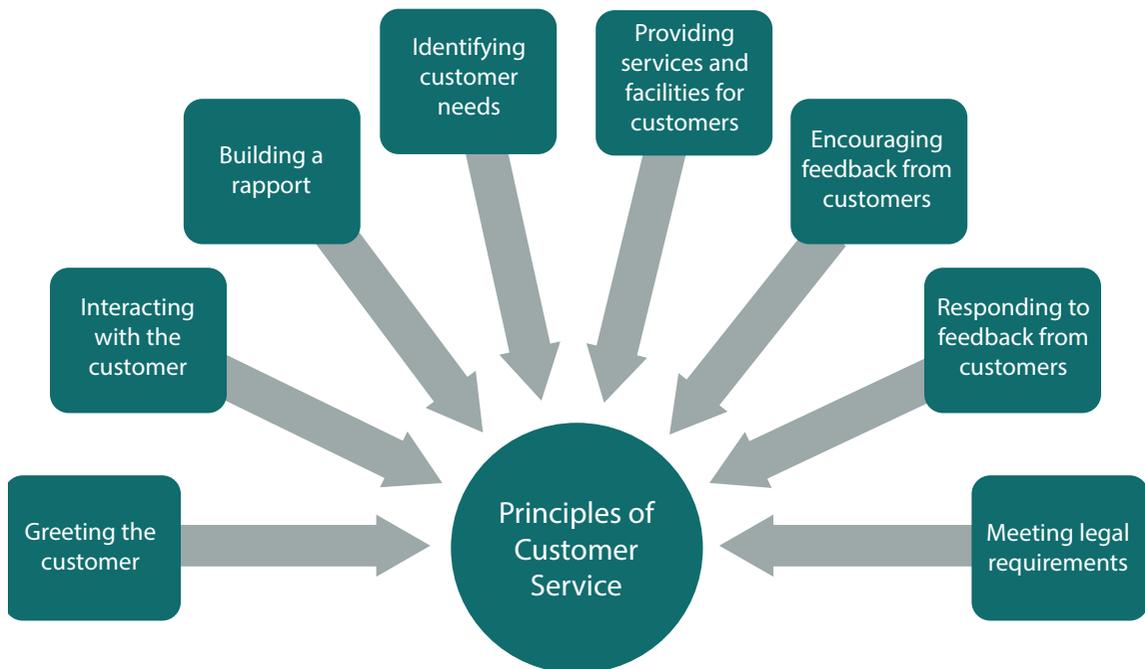
RETAIL BUSINESS UNIT 1

Customer Experience

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LO1 – Know customer service standards of retail businesses

AC1.1 Describe principles of customer service



Above are the 8 principles of customer service; these principles apply to every retail business.

Watch the programme in the link below, 'Mary Portas Secret Shopper' – episode 3, and complete the following tasks:

<http://bit.ly/38EZUph>



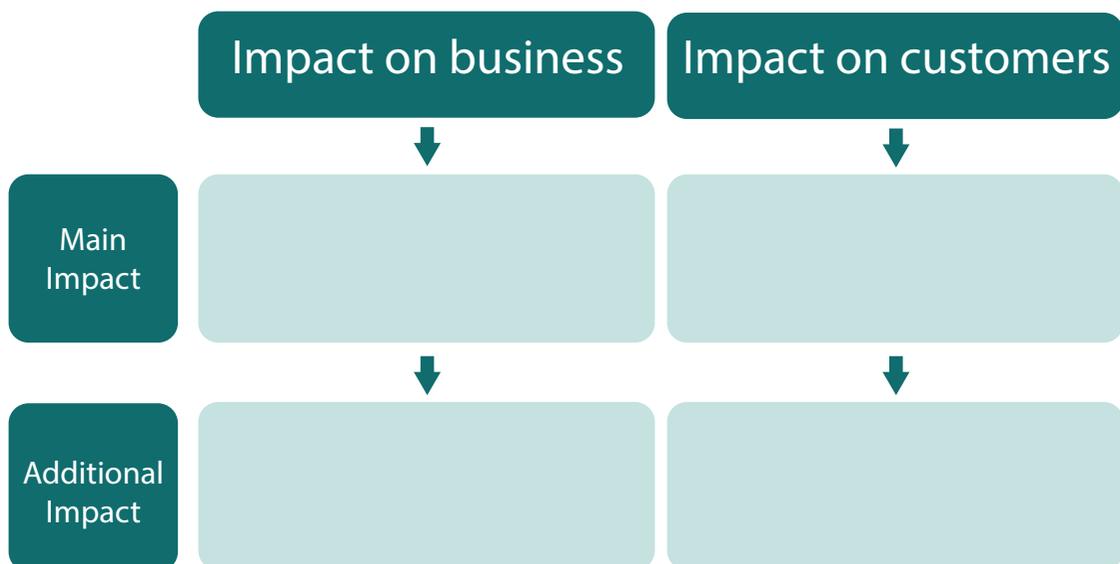
Whilst watching, consider the following:

- What type of retailer is Mary Portas helping?
- Is the customer service appropriate for the type of retailer?
- Are the customers engaged?



Principles of customer service from episode	Describe the situation	In your opinion, how did this affect both the business and the customer?
1.		
2.		
3.		

Summarise your responses from the above table into the below grid by describing the effect customer service has on both the business and the customer.



Now consider the context of the retailer – a mobile phone retailer.

Employees at these types of stores must have specialist knowledge of the products they are selling. Additionally, they must build a rapport with the customers. In your opinion, was the customer service appropriate for a mobile phone store?

Scenario

Michael is searching for a new Smart TV. He goes to a store specialising in televisions. An assistant approaches Michael, asks his name and asks him to take a seat. Michael is told that a sales person will be with him shortly.

Another sales assistant comes over and courteously smiles. Below is part of their conversation:

Sales Assistant: Good afternoon. Michael, I believe?

Michael: Yes, thank you – pleasure to meet you.

Sales Assistant: Likewise. Would you like to come over to the iPad at the counter and I can see what you're looking for? How are you today?

Michael: I'm good, thanks – how about yourself?

Sales Assistant: Very well thank you. So, how can I help you today?

Michael: I'm looking for a new TV. My current one, the image quality has deteriorated. Ideally, the TV would be a smart one, as I like to stream a lot of content. Also, now that I'm retired I have more time to watch TV and the catch-up features are great.

Sales Assistant: Ok, that's good – what's your current favourite TV show?

Michael: The Apprentice on BBC – it's great!

Sales Assistant: What a great programme – the way Lord Sugar dismisses the candidates is superb viewing.

Michael: Fully agree with that.

Sales Assistant: Can you tell me a little bit about what you are looking for in your Smart TV, such as size and possible budget so that I can make a few recommendations for you to consider?

Michael: Ideally, I'd like a wall mounted TV that's between 42" and 50". My budget is flexible; however, I'd preferably go for a Panasonic or a Sony Smart TV.

Sales Assistant: These three televisions are both a great buy and are currently on promotion. Please have a look, and here's the remote control if you'd like to try and experiment.

Michael: I really like this silver Sony model; however, may I ask about the warranty and the various size options available?

Sales Assistant: Yes, sure. The model you are looking at presently is a 46" version and comes with a two-year warranty. There is a 48" available, but we don't have any in stock. The price of that size is an extra £700.

Michael: Thank you, um...I'm not considering the extra cost as I'm more than happy with the one here in front of me.

Sales Assistant: Will you be purchasing today, and if so, would you like help to transport the TV to your car?

Michael: Yes please.

What should the sales assistant identify and consider at this stage.

1. Michael needs advice about the best Smart TV for his requirements.
2. Michael needs a television, so availability of stock is key.
3. What information Michael might need to know, e.g. cost, size, wall mounting.
4. Communication of information and advice.

By using the information, identify how the sales assistant applied the following principles of customer service whilst serving Michael.

Principle of customer service	Identify how the sales assistant applied the principles of customer service
Greeting the customer	
Interacting with the customer	
Building a rapport	
Identifying customer needs	
Providing services and facilities for customers	
Encouraging feedback from customers	
Responding to feedback from customers	
Meeting legal requirements	

AC1.2 Describe situations when customers interact with retail businesses

The future of retail depends on meeting your customers' basic needs now

The trick to being able to enrich the data you have now is to offer services that people actually want to interact with; retailers who skip basic omnichannel services in favour of future technology may not be around for the future of retail.

There is a lot of doom-and-gloom rhetoric around about the [demise of the high street](#). Historic British institutions are struggling or going out of business. Many an expert has speculated about why, but for me it all comes down to this: failing retailers jumped ahead, investing in future technology that did not fix what was already broken in their businesses.

Future retail technology can be seen as a PR-able quick fix to a failing business, when in fact what consumers actually need from retailers is far more basic than robots, artificial intelligence and the internet of things.

Recent consumer research from [YouGov](#) and retail software firm [Cybertill](#) suggests consumers will naturally gravitate towards buying from retail businesses that offer services that meet their needs. So, the trick to being able to enrich the data you have now is to offer services that people actually want to interact with.

YouGov research suggests that 73% of Brits like going into stores because of the immediacy of getting a product, and not having to wait for delivery (YouGov and Cybertill Online In-store Shopping, 2018).

Product information, including pricing and promotions, need to be rich and organised in such a way that retailers can sell products wherever the customer wants to buy – this could be a website, an app, in-store or on a marketplace

Make it easy to browse, buy and be loyal

While 32% of consumers said they would use self-service payment apps in-store, which would allow them to avoid queueing at the till, only 13% would prefer a till-less store to avoid interacting with shop staff, suggesting that consumers' desire for self-service is driven by convenience, not avoidance (YouGov 2019). And 35% of consumers visit a store for the face-to-face customer service, which means equipping your staff with the data they need is essential to building relationships with

customers on the shop floor (YouGov 2018).

Two-fifths (40%) of consumers would want easy access to a loyalty scheme via a mobile app. When it comes to subscription-based loyalty schemes, 41% of Generation Z have a VIP retail subscription, such as Amazon Prime or ASOS Premier, whereas only 26% of older generations (45+) do. When asked why not, 52% of consumers who did not have a subscription scheme said it was because they did not shop with any particular retailer enough, followed by 39% who stated it did not seem worth the money. Surprisingly, only 10% said they did not buy a loyalty subscription scheme because they did not want to give away their personal data.

Adjusted from original source: <http://bit.ly/2GzmBze>

Consider the article from the Telegraph whilst completing the following grid:

Situations where customers and retail staff interact	What do customers expect in each situation?
Sales	
Queries	
Advice	
Provision of product information	
After sales	
Complaints	
Compliments	
Across different retail channels	

Tills have been reinstalled in an experimental till-free shop opened by supermarket Sainsbury's.

It had been totally refurbished to remove the entire checkout area, freeing up shop assistants to help customers on the shop floor.

Customers had to scan their groceries using Sainsbury's Pay & Go app, paying for them as they went around the shop.

But it resulted in long queues at the helpdesk as people attempted to pay for their groceries in the traditional way.

Source: <https://bbc.in/2S57brZ>

The above article from the BBC reports on how Sainsbury's experimented by removing all tills from the shop, in an attempt to further incorporate technology. In the article there's reference to what Sainsbury's were hoping to gain from the experience and the problems that they encountered.

Identify and explain one positive and one negative to Sainsbury of going till-free at their stores.

Positive

Explanation (effect on customers)

Negative

Explanation (effect on customers)

Self-check list:

Have I referred to and used information from the article? Yes/No

Have I sufficiently explained the effect on the customer? Yes/No

Check your understanding by matching the situations with the interactions below:

A quantity of food received by the customer is of poor quality

A customer requires information about feeding their pet guinea pigs

A customer wishes to buy some toothpaste

A customer feels they've received excellent service and wishes to thank the sales assistant

A customer wishes to query if the ticket price of a suit is correct

A customer who is lactose intolerant wants to ask about the ingredients in a ready meal

A customer wants to return a jumper that's too big and requires a refund

Situation	Interactions
Sales	
Queries	
Advice	
Provision of product information	
After sales	
Complaints	
Compliments	

AC1.3 Describe how customer service delivery differs across retail channels

Investigative task – visit a retail store and write an observatory report of the interaction between customers and employees of the retail business.

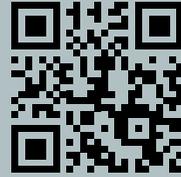
Consider the following:

- Try to observe all 7 situations noted above (if possible).
- What were the customer needs?
- How did the retailer approach the situation and respond to what was communicated by the customer?

As a customer, when you walk into a retail business what do you expect from the staff or employees of that business? What provisions and facilities do you expect? Does the retailer offer the same customer service online?

With the increasing number of sales moving online through e-commerce and m-commerce, retailers are increasingly looking for ways to attract and engage customers online with the aim of maximising their sales.

Investigate the best practices of online customer service delivery by scanning and following the QR code, or alternatively follow the URL. Complete the table below by using the information from the article and any independent research you wish to conduct:



<http://bit.ly/3aP7z6u>

Types of customer service delivery online	Benefit to the customers	Can this type of customer service be offered in store? Why or How?

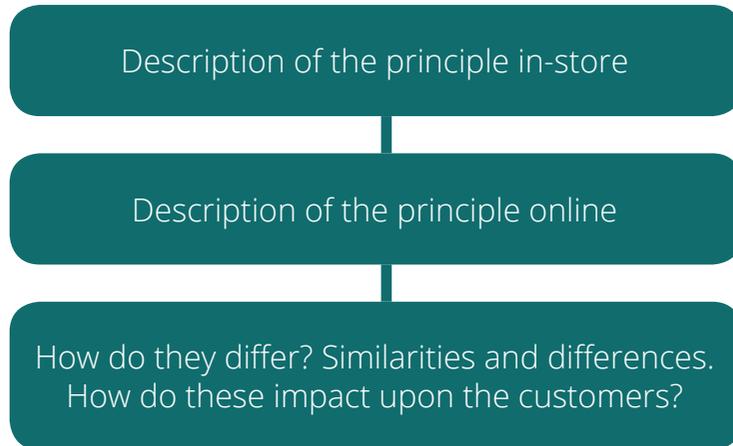
By basing your research on your favourite fashion retailer, investigate how customer service delivery differs in store and online.



Principles of Customer Service	In-store	Online	Summary of differences
Interacting with the customer			
Encouraging feedback from customers			
Meeting legal requirements			

Principal's Key tip

When structuring responses, the better answers tend to follow the following structure within the paragraph:



By following a structure similar to the one above, candidates will have considered the delivery of the various principles of customer service, both in-store and online, prior to comparing and stating how they differ. As the candidates have described the delivery across both channels, they'll have the required information in order to describe the differences, therefore accessing the higher performance bands.

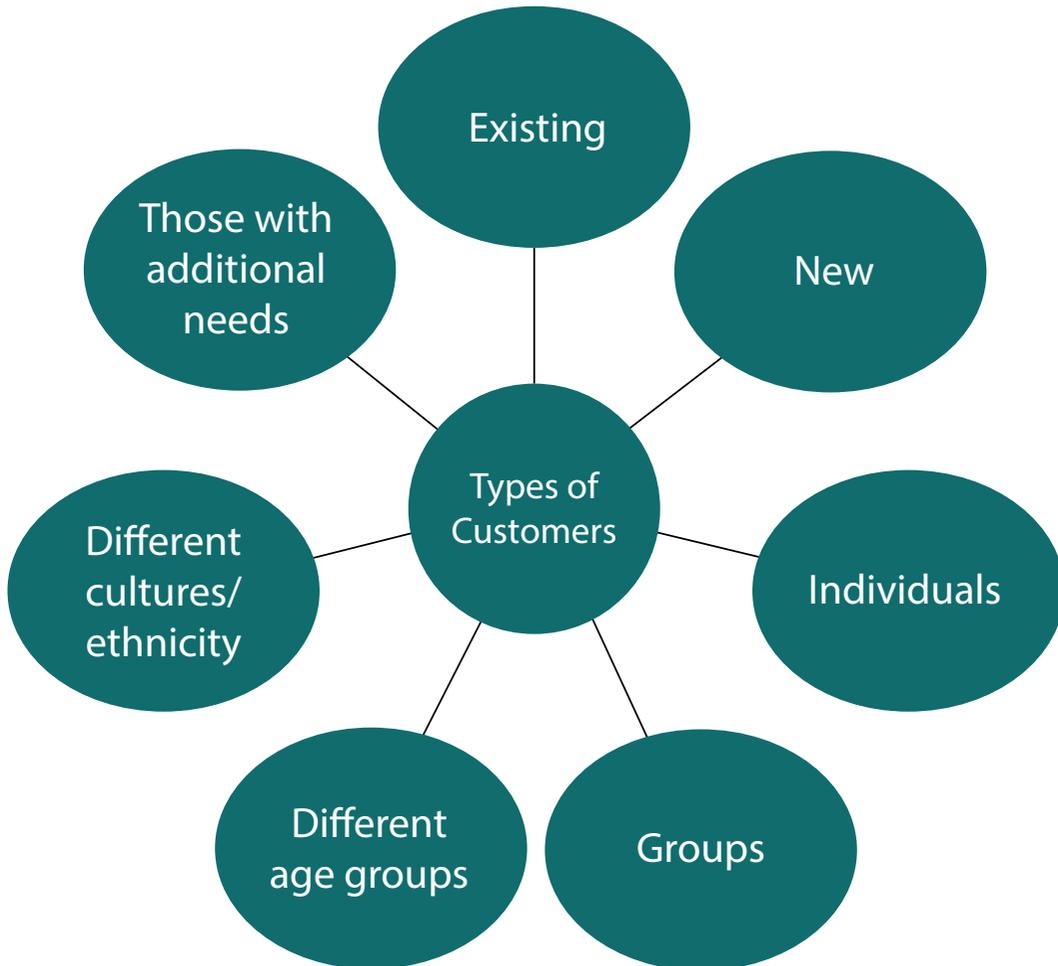
The challenge facing retail businesses with the advancement of technology is growing daily. Retailers will try and provide the same level of customer service across all channels in order to provide the same shopping experience for their customers. However, whilst in-store the customer service delivery is face-to-face and retail employees can respond to and engage with customers easily; online is more difficult to manage.

Retailers are increasingly using technology such as:

- live chat
- video demonstrations
- product information
- size guides
- reviews.

LO2 – Understand how retail businesses meet the expectations of customers

AC2.1 Describe needs of different types of retail customers



These are the types of customers as outlined in the specification. This assessment criteria asks that the needs of a wide range of customer types are described. If we consider new customers, they would be new to the store and unfamiliar with the layout, and therefore would need advice and information. They would require this from staff members who would communicate and advise on where products are located and the availability of them. Additionally, every customer wants to feel safe and secure whilst shopping; therefore, the presence of security would alleviate any fears and reassure the new customers.



The needs, as shown in the diagram above, are generic but can be applied to each different type of customers. Existing customers would know the store layout and be familiar with the surroundings; however, they might still want information on the latest promotions, especially if there is a change to terms and conditions, such as the number of days to return an item. Additionally, they would like to know the availability of various products communicated to them and potentially receive advice if the proposed purchase would be a one-off or a high-ticket item.

Consider the three scenarios below and describe the customer needs for each:

Scenario 1

A relative of a 6-year-old visits a big toy store to purchase a toy for their birthday. The desired toy is the latest trend and is highly desirable and sought after.

Scenario 2

A newly wedded couple visit a pet store with the intention of getting a pet rabbit. Prior to buying the rabbit the couple would like to know everything there is to know regarding owning a rabbit.

Scenario 3

A father and his 1-year-old daughter visit their local supermarket to buy food for that evening.

Example response

Scenario: A wheelchair user visits a large department store. The customer is looking for a range of items for his new house. This is a new store and the first time the customer has visited.

Customer needs – Firstly the customer would require an accessible parking spot, such as a disabled parking space. This is so that that the customer has plenty of room to navigate their wheelchair. The customer would also require that the items for the new house are accessible, and if on the higher floors then a lift would be required. Additionally, as this is the first time the customer has visited, they may require advice to be communicated effectively by the staff members. As with any other customer, the availability of products would also be a need if the customer was to purchase. Finally, if purchasing a number of items, the customer may require assistance to take the items to the car.

Task – Highlight the customer needs within the above response.

Home from Home

Home from Home is a large homeware department store in Cardiff, Wales. The store has 3 floors and sells a variety of items, from bedding and bedroom furniture to kitchen utensils. The main competitors for Home from Home are Dunelm and Laura Ashley.

In increasingly difficult market conditions, Home from Home has attempted to make numerous cuts in order to maintain their market share. Some of these cuts have been to stop paying a maintenance fee to a lift company, opting instead to pay for repairs as and when needed. The downside of this is that there is often a waiting list for the repair work of up to 10 days. This decision has consistently been criticised by customers, particularly as the toilets and baby changing facilities are located on the top floor.

A strategy introduced by Home from Home to increase sales is a promotion called 'Monday Madness.' On Mondays, certain high-priced items are discounted without prior promotion or communication to their customers. Over the past month, the discounted products have been TVs and mattresses.



Over the last 6 months, the business has revamped the car park to include more disabled parking spaces and also to create 'parent and child' parking spaces for the first time. In addition to this, Home from Home have also purchased new trollies to help their customers shop. They purchased different types of trollies including wheelchair friendly ones and ones with baby seats.

The staff at Home from Home have all been working for the business for 2 years or more. They have developed a familiarity with the loyal customers, and this close relationship makes the customers feel welcome and comfortable to ask for advice and information. The manager sees this as a key element in maintaining their sales.

Types of Customers	Needs of different types of customers	How does/can Home from Home fulfil the needs of the different types of customers?
Existing		
New		
Individuals		
Groups		
Different Age Groups		
Different Cultures/ Ethnicity		
Additional Needs	<ul style="list-style-type: none"> • Use of lift to access higher floors • Suitable trolley to shop 	<ul style="list-style-type: none"> • Possibly should return to paying maintenance fees. • Home from Home provide wheelchair friendly trolleys

AC2.2 Explain how retail businesses meet expectations of different types of customers

All customers have expectations of a retail business, and in order for a retail business to be successful they'll need to meet the needs of all customers. For this assessment criteria you must consider the different types of customers and their respective needs, and how a retail business meets these needs. Below are the expectations of customers:

- meeting needs
- quality of service
- costs of service
- customer relationships
- brand image.

Consider the scenarios below and explain how the retail business can meet the expectations of the customer.

Type of retail business: Small Grocery Store

Customer expectation: To be served quickly and easy to be able to navigate the store easily

Type of customer: Mother and infant daughter

How can the retailer meet the customer expectation?

Type of business: Supermarket

Customer expectation: To be able to find the products easily

Type of customer: Wheelchair user

How can the retailer meet the customer expectation?

Below is a paragraph from the Aldi website:

“Putting customers at the heart of everything we do is what we’re passionate about. That means striving to be the best we can be when it comes to offering you the healthiest choices possible. Like our amazing Super 6 offers on lots of lovely fresh fruit and veg. And ensuring our labels tell you exactly what’s in everything you buy, while pledging to reduce salt and sugar and encouraging customers to eat well with healthier checkouts. We want you to know that we’re putting you, our customers, first.”



We want you to know that we’re putting you, our customers, first.” (<http://bit.ly/2RYajFZ>)

1. Investigate how Aldi meets the expectations of different types of customers and create a brochure summarising your findings.
2. Select your own retail business and identify three types of customers that use the business, stating their likely expectations and explain how the business meets these expectations.

Scenario

A business person walks into town on their lunch break to try and upgrade their phone contract. They visit the mobile phone retailer during the hour they have for lunch.

What are the customer expectations?

- to be served quickly as they’re on lunch break
- for the retailer to have sufficient stock of phones
- staff to have good knowledge of the products/mobile phones
- friendly and courteous staff.

Customer expectations	How can the mobile phone retailer meet these expectations?
To be served quickly as they're on lunch break	
For the retailer to have sufficient stock of phones	
Staff to have good knowledge of the products/mobile phones	
Friendly and courteous staff	

What would be the likely result for the retailer of not meeting the needs of this customer?

Case study – Local Farm Shop putting customers at the heart of everything

A farm shop in rural Wales is celebrating its 10-year anniversary of operating this year. 'Ein Fferm Leol' (Welsh for 'Our Local Farm') sells organic food and drink, all produced on the family farm or sourced from local suppliers.

'Ein Fferm Leol' has won numerous awards, including the 'Small Welsh Retailer of the Year' award in 2018. The business has a customer satisfaction rating of 91%, which means that over 9 out of 10 of its customers rated the customer service and overall shopping experience as excellent. The farm shop uses the following acronym:

- F** – Family friendly focus
- A** – Attention to every detail
- M** – Make every visit memorable
- I** – Immediate service and attention
- L** – Look after the community
- Y** – You the customer



Having a customer-centred approach means that the farm shop ensures that all staff members are trained in customer service, including their knowledge of the products sold at the shop. Also, at least 5 employees work at the same time, with each one trained in all areas of the business. This allows the employees to be flexible around the customer; if there is more than one customer waiting to pay, then a staff member will immediately open another till and serve the customer.

Task

Explain how 'Ein Fferm Leol' meets the expectations of its customers by applying their acronym 'FAMILY'?

LO3 – Be able to investigate the quality of customer experience in retail businesses

AC3.1 Design research tools

Mystery Shopper Checklists

Imagine your local Asda or Tesco knowing their area manager was coming into the store to check the standards of cleanliness, customer service and store layout, amongst other things. The store manager would prepare thoroughly for this visit so that the store looked its best and operated to the highest standard. Mystery shopping is used to measure the quality of customer service, or to collect information about products and services.

Mystery Shopper checklists are usually divided into 3 categories:

- **In-store cleanliness and appearance** – the appearance and cleanliness of the car park, entrance, signage, aisles, toilets.
- **Employee behaviour questions** – Did staff acknowledge you and greet you? Recommend products/services? Helpful? Directions to desired products? Uniforms and appearance.
- **Purchasing** – availability of items, ways of paying/checking out, queues and waiting times, sufficient staffing?

Think of three questions you could ask for each of the three categories:

In-store cleanliness and appearance

- 1.
- 2.
- 3.

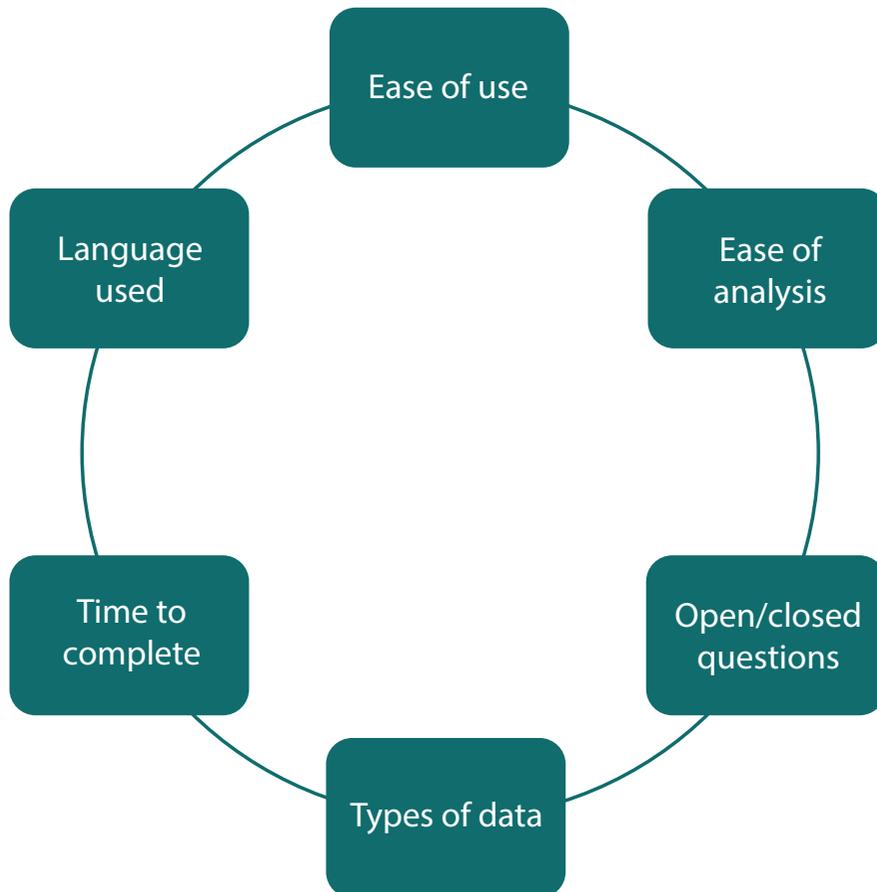
Employee behaviour questions

- 1.
- 2.
- 3.

Purchasing

- 1.
- 2.
- 3.

When constructing and designing research tools, consider the following:



If targeting customers with questionnaires, they must have appropriate and correct language, and the time to complete should be relatively short as they'll be more likely to partake in the research.

Different types of questions

Open-ended questions are questions that require the participants to complete or respond to the questions without restriction. These encourage the participants to express views and opinions, and the type of data collected would be qualitative. However, as all or most responses would be different, analysing the results can be difficult.

Multiple choice questions are questions where a range of answers are provided for the participants to choose from. A range of answers should be given as options to provide the participants with ample choice to select the most relevant from. This enables the analysis to be easier.

Other possible options are questions where the participant has to rank certain aspects of customer service, for example on a scale of 1-5 or 1-10 with the highest number being the most positive. This again enables the analysis and presentation of results to be more straightforward.

A question was asked to 10 customers: On a scale of 1-10 (1 being extremely poor and 10 being excellent) how would you rate the customer service at ___?

Customer	1	2	3	4	5	6	7	8	9	10
Response	8	8	9	7	8	6	3	10	10	8

Using the above data, what was the average rating given for the customer service by the 10 sampled customers?

What does this tell us about the standard of customer service at that particular retailer?

Research task

1. Plan and carry out research amongst your fellow students to find out which supermarket is their favourite to shop at and the reasons why. When planning your investigation, carefully consider what information you would like to collect in order to draw conclusions.

Consider the following:

- prepare between 6 and 8 questions to ask your peers
 - consider the usability and suitability of your language
 - consider a variety of areas to question.
2. Once you've completed the questionnaire with your peers, process the information by creating either a tally chart showing the responses or a table.
 3. Use the collected information and begin constructing graphs to show your results.
 4. Draw conclusions based on your responses.

AC3.2 Process information

Secondary research log

When conducting secondary research, such as researching for reviews online from websites such as Trust Pilot or TripAdvisor, consider keeping a secondary research log. A secondary research log will enable you to keep an updated and organised record of all your findings.

Below is an example research log:

Date of search	Purpose/objective	Source/date published	Information found	Comments on validity

By processing your information and keeping a central record with column titles such as the above, it'll make the process of presenting and drawing conclusions based on your research easier. Also, this assessment criteria requires a consideration of the validity of sources used.

Tally Charts

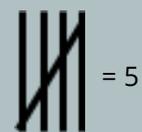
A tally chart is a table that is used to count the collected data, in order to make the comparing of the data easier. The collected data is recorded using tally marks and organised into groups of 5. As the results are grouped into 5, it makes the counting of the data easier.

Example

Question: Which supermarket is your favourite to shop at for your weekly food?

Possible Answers:

Supermarket	Number	Tally
Tesco	25	
Asda	18	
Morrisons	11	



Supermarket	Number	Tally
Sainsbury's	10	
Aldi	6	
Lidl	4	
Co-op	2	

1. How many people participated in the research?
2. What is the average number of participants that selected a particular supermarket?

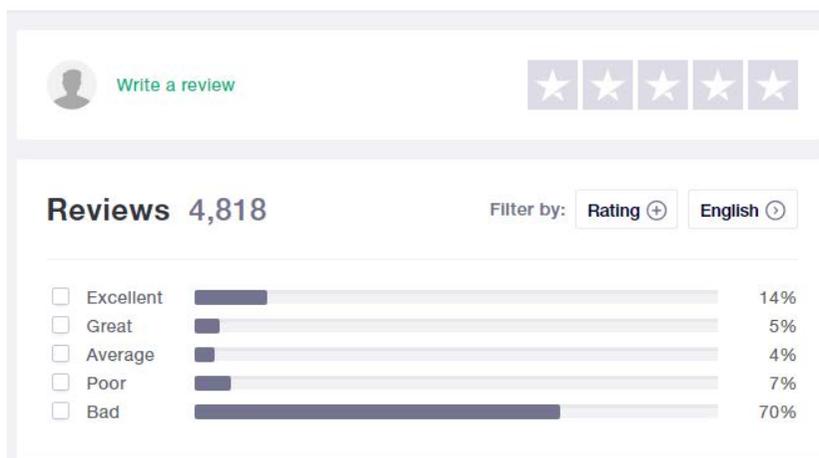
Online Reviews – Secondary research

The collection and analysis of online reviews is essential for this assessment criteria. Secondary research such as online reviews provide the researcher with qualitative data that is essentially the opinions of various customers. Take the example below from Trust Pilot: <http://bit.ly/37CT7fj>



Asda

Reviews 4,818 • Bad



This example is a synopsis of the reviews on Trust Pilot for Asda. When conducting your research, this overview or synopsis provides useful information on the validity of the information.

1. What information from the above could be used to discuss the validity of the information?
2. Use the information identified and your own research on <http://bit.ly/37CT7fj> to evaluate the validity of the information.



KEY TIP

You may see that the below reviewee has made 4 reviews. If you click on the person and view all the reviews, you'll have greater information to discuss the validity.



4 reviews

Person A

★
★
★
★
★

17 hours ago

Half of my online shop (around £30...

Half of my online shop (around £30 worth) was missing. I requested a refund through my online account, which was declined. I was then locked out of my account as Asda had suspended it. So I'm now short of £30 plus my shopping for the week. Have phoned Asda 4 times, and still have no refund for missing goods, and still cannot access my online account!

👍 Useful
🔗 Share

🚩

Consider the above individual review of Asda on Trust Pilot.

1. Analyse the review from a customer service standpoint.
2. How could Asda improve their customer service in this instance?

Investigative task

Visit a review site of your choosing and select 5 reviews for a supermarket of your choice. Where possible collect a range of different reviews.

1. Screenshot the reviews into a Word document (or equivalent).
2. Analyse and interpret the information.
3. Draw conclusions on the customer service at your chosen supermarket, including how they could improve.

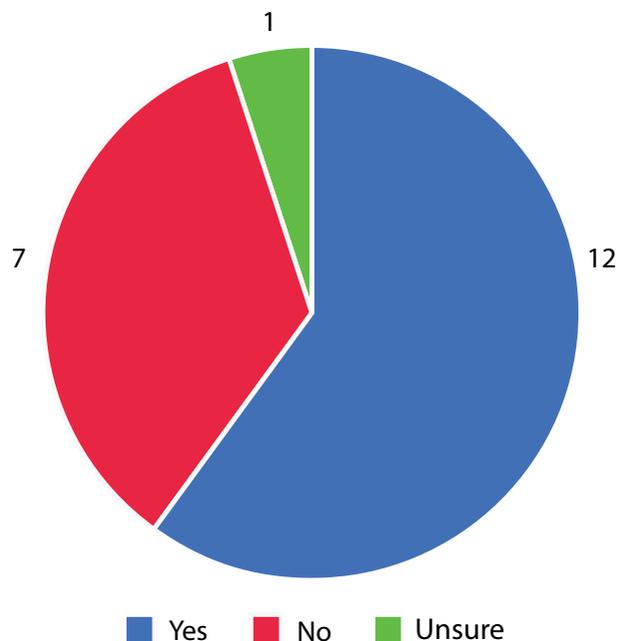
AC3.3 Present information

Once you've designed your research methods and collected and processed the data, you then must present the information. When completing this element consider the following:

- How will I structure the information?
- Use of a variety of diagrams, e.g. pie charts, tables and graphs.
- Use written communication.

Below is an example of a pie chart, showing the answers to the question, "When you entered the store, were you greeted by a staff member?"

When you entered the store, were you greeted by a staff member?



The pie chart contains all the required information. The question is written above the chart; therefore, the structure enables easy understanding. The number of participants who selected each option is clearly shown, which enables the assessor to see how many people were surveyed.

Answers	Number	Percentage
Yes	12	60%
No	7	35%
Unsure	1	5%

The above table shows the same results presented in a different format. By varying the way that the results are presented, drawing conclusions become easier.

Task

Draw your own conclusion for the question, "When you entered the store, were you greeted by a staff member?" Refer to both the pie chart and the table in your answer.

A key skill for this assessment criteria is selecting the most appropriate ways of presenting information. Consider the following question:

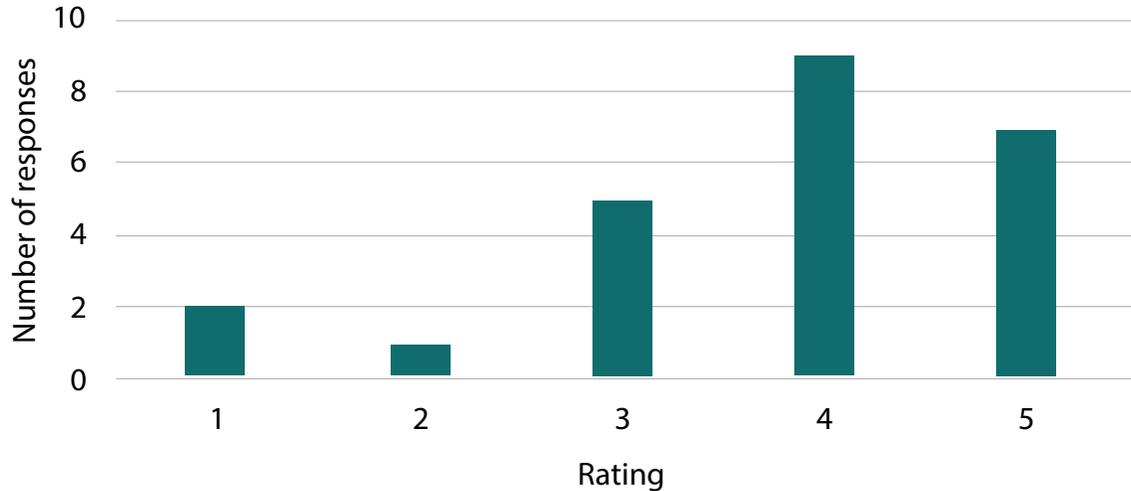
"On a scale of 1-5, with 1 being extremely poor and 5 being excellent, how would you rate your overall shopping experience today?"

After conducting the research, you must collate the information and decide upon the best way to present your findings.

Rating	Number
1	2
2	1
3	5
4	9
5	7

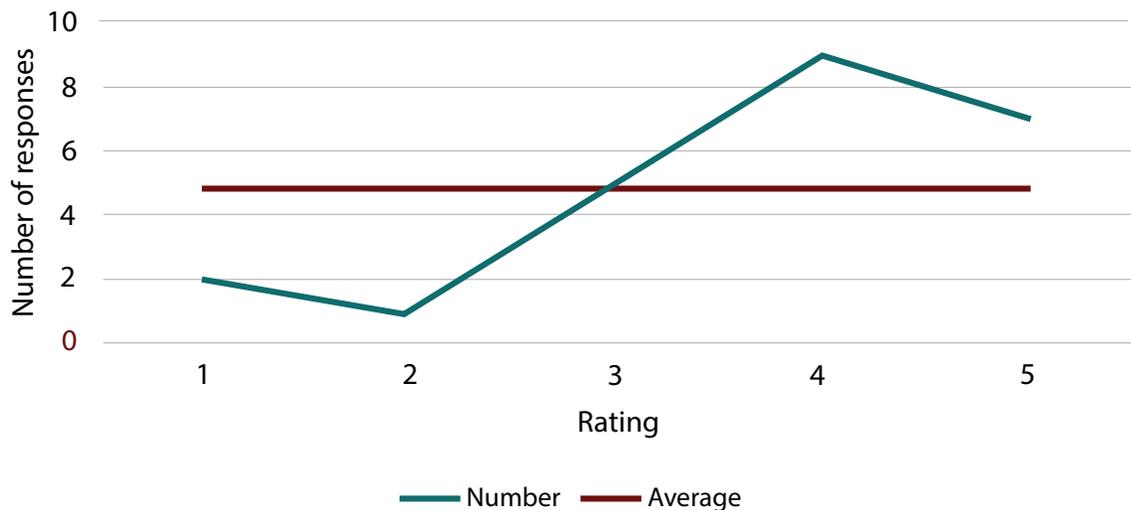
Above is a simple table to show the number of responses for each rating. A table is a straightforward way of presenting the information.

On a scale of 1-5, with 1 being extremely poor and 5 being excellent, how would you rate your overall shopping experience today?



Here is a bar graph showing the information from the table. This is an effective way of presenting information as it clearly shows the responses for each rating. Additionally, notice that the axes have titles, as does the graph. This clear structure enables easy comprehension.

On a scale of 1-5, with 1 being extremely poor and 5 being excellent, how would you rate your overall shopping experience today?



A further way of presenting the information would be via the above line graph. The blue line shows the same data as the table and the bar graph; however, the addition of the red line, which shows the average number of responses per rating, enables greater analysis and scope for conclusions.

Task

By referring to the table and graphs, analyse the findings and draw your own conclusions based on the collected information.

Self-Check list

- ◆ Have I referred to the table and both graphs?
- ◆ Have I analysed the information and the trends?
- ◆ Have I made my own conclusions?
- ◆ Are my conclusions supported by evidence from the information?

AC3.4 Draw conclusions from research

The final assessment criteria within unit 1 focuses on drawing conclusions from research findings. Conclusions should be supported and based on the findings from both secondary and primary research. Also, when drawing conclusions consider the validity of the information collected (*validity is assessed in AC3.2*). Key aspects to consider for validity are:



- Number of responses or participants.
- Who were the participants or who wrote the reviews?
- When were the reviews written?
- Where were the reviews published?

Below are two online reviews of Sainsbury's as published on Trust Pilot: (<http://bit.ly/3aWd7w2>)

5 reviews

Person B

★
★
★
★
★

20 hours ago

Sainsbury's Kettering have excellent...

Sainsbury's Kettering have excellent customer service Team, they are bit pricey compared to Lidl and Aldi but range and service levels are better.

8 reviews

Person C

★
★
★
★
★

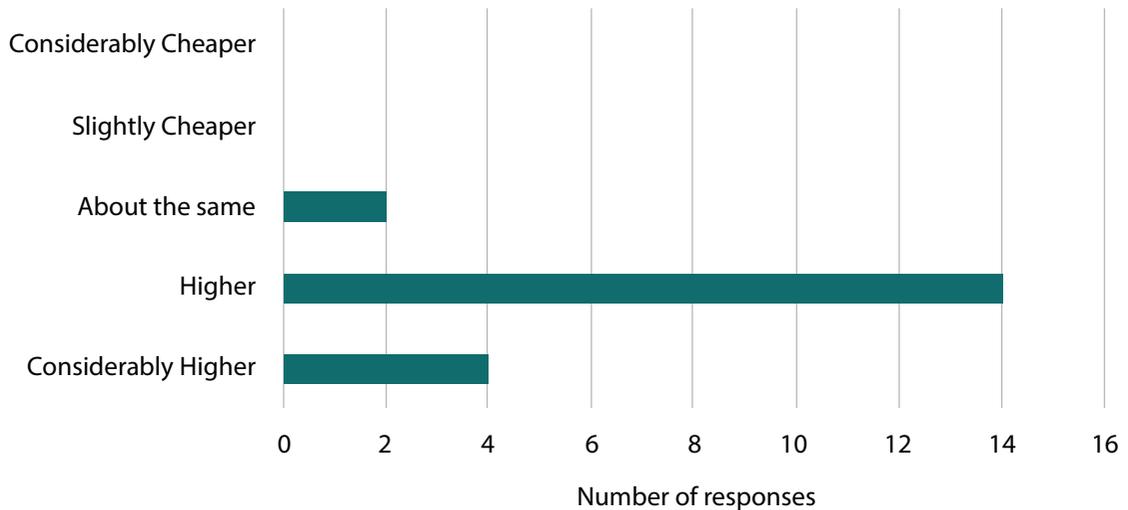
Updated 3 days ago

I've been finding in the last few weeks...

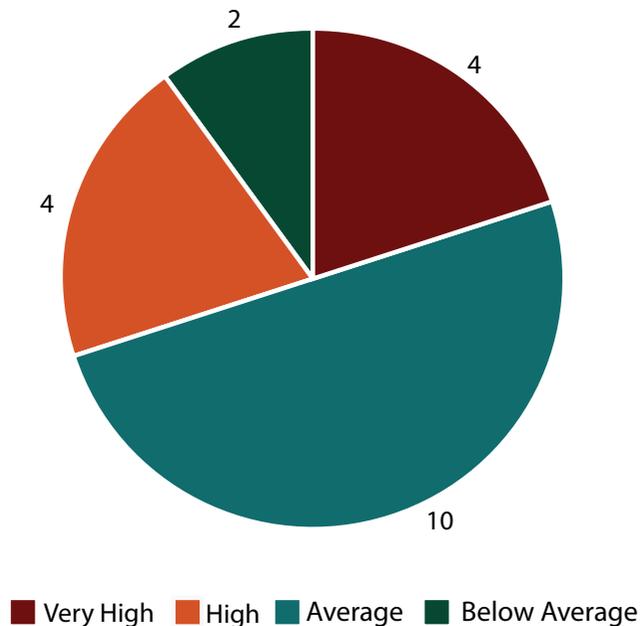
I've been finding in the last few weeks at southend on sea sainsburys when I'm buying fruit and veg it goes rotten either that day or next. I bought strawberries and the literally melted the next day. I'm a regular shopper and it is so irritating this keeps happening. I feel I'll have to shop elsewhere as there doesn't seem to be a change. Is sainsburys putting out fruit and veg that are on the turn? Also, can you stack shelves fully. You have deals on but no product to buy

In order to reach the higher performance bands, try to clearly refer to both secondary and primary information. See below for two diagrams showing primary information:

Compared to other supermarkets, how do you view the prices charged by Sainsbury's?



How would you rate the quality of Sainsbury's own brand products?



Task

By referring to both secondary and primary findings and information, draw conclusions on the quality of customer service at Sainsbury's.

Check-list:

- Have I referred to the secondary information (reviews)?
- Have I referred to the primary information?
- Have I compared the findings and discussed any patterns?
- Does the secondary and primary information support each other? Have I discussed this within my conclusion?

Example Conclusion based on Sainsbury's research

The reviews from Trust Pilot are a complete mix, with one being mostly positive whilst the other is very negative. Person B, who's written 5 other reviews, states they think highly of Sainsbury's customer service team. Additionally, Person B states that whilst the range and services are better, Sainsbury's are more pricey compared to other supermarkets, namely Aldi and Lidl. However, Person C seems to disagree with this view as they state that the quality of strawberries in particular is low and they're nearing the end of their shelf-life.

In my primary research, I asked the question, "How would you rate the quality of Sainsbury's own brand products." From the 20 responses, 14 deemed the quality to be higher than average (10 High, 4 Very High). Therefore, my findings contradict the views of Person C. As my research and findings are based on 20 people, whilst Person C is the view of one person, I can conclude that Sainsbury's own brand products are high quality. I believe this is a valid conclusion as 14 people, or 70%, stated as such, compared with the view of one person online. However, Person C does not directly state that the strawberries are own brand products; therefore, perhaps this isn't a fair comparison.

Analysing the above answer:

- Does the exemplar refer directly and constantly to collected information? Highlight where this is done.
- Is there a direct reference to both primary and secondary information?
- Does the conclusion compare the findings of both primary and secondary information?
- Is there a consideration of validity?

Acknowledgements

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