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Introduction

Walmart is an American multinational retail firm which operates a chain hypermarkets, discount department stores as well as grocery stores in the United States. Currently, Walmart is one of the largest grocers in the US. Walmart is among the largest discount store in the world. It owns about 11,700 stores as well as clubs in a total of 28 nation under a total of 28 banners. Walmart is currently working on enhancing its digital business and Amazon will be its main competitor in the online retail environment (“Walmart”, 2021).

This report aims at studying Walmart in regard to customer’s experience with the firm. This will aid in assisting the management of Walmart to determine the aspects that they need to improve on in order to enhance the experience of their clients. In order to be efficient and effective in this survey we used the online customer satisfaction surveys. This assisted us to collect invaluable information that we could use to make better business decisions and build a customer centric organization. It has assisted in identifying the factors that the firm can improve in order to meet the client’s expectations.

Findings

The online analysis was conducted to gain an understanding of customer and employee perceptions of Walmart. Out of the 4500 reviews Walmart had a consumer rating of 3.46 stars which shows that majority of the consumers are contented with their services. Consumers that tend to be contented with the services provided in Walmart mainly base this on free shipping, good prices as well as local stores (NCR, 2017). However majority of them complain about the quality as well as the accessibility of products on shelves, the availability as well as the friendliness of the personnel as well as the excessive time for check out because of long line as

well as the limited number of open registers, generally customers conclude that Walmart tends to have an uninviting as well as unpleasant atmosphere.

Some of the clients highlighted that they find the store to be too big to move around. It tends to take them too long to identify the item that they are searching for. In addition the clients referred to the sign in the store for navigation as incomprehensive since they don't display the location of product in the aisle. Clients find it hard to look for certain product in a store mostly when they are in the store for the first time when they are purchasing an item which they are not familiar with. Clients were as well complaining of unfriendly and unhelpful employees in the firm. The shoppers do not have anybody to help them to get that which they need. These facilities are as well associated with long waits at the checkout as well as return lines.

However despite the challenges associated with Walmart, there are several factors that motivated customers to shop there. Walmart is associated with good prices. Clients tend to enjoy low costs provided by the firm. Some people tend to buy Walmart's great value items since they are not costly. Walmart stores are as well located in a convenient place and offer a wide variety of products. It enables the customer to identify new items and have a chance to carry out a comparison (Hill, 2015).

Customer Satisfaction Scores (out of 100)



Recommendations

Walmart should work towards creating an optimized experience for clients. They should identify various technologies and services such as Scan and Go as well as online order pickup to aid in enhancing the customers' shopping efficiency. For example, Scan and Go can be used by the clients when shopping. When they enter the store, they can scan the items they want to ship as they add them on a shopping cart, then they can checkout using the device and pay for the goods. They should as well identify technologies which can aid in enhancing the shopping efficiency in the firm.

In order to enhance the customer service in the firm, the management should come up with policies that will guide the employees on how to address clients. They should as well come up with a rewarding program for the associates with high standard services. They should as well hire employees that tend to be smiley in the interview process. Effective training programs should as well be identified. They should teach the employees on the effective customer services approaches.

Conclusion

Walmart is one of the largest ² multinational retail corporation which operates hypermarkets, discount department stores as well as grocery stores. Based on our study, their clients have been complaining on the quality as well as availability of products, the accessibility as well as the friendliness of the firm. However majority of the customers still tend to choose Walmart due to its good prices on products, convenient location, and the self-checkout that have recently been introduced.

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