

sales

by Maddy Power

Submission date: 11-Jul-2020 03:04PM (UTC-0700)

Submission ID: 1356235776

File name: customer_services.doc (59K)

Word count: 2972

Character count: 15882

Sales and Customer Service

University Affiliation

Student's Name

Course

Introduction

Sale and Customer service is a pivotal aspect of any firm as they keep the company going. The success of a firm depends on how these customers are treated, failure to make them happy will make the look for services from other firms. It is, therefore, important for managers to handle customer satisfaction with the auto most seriousness. In the simplest test, customer services are the amount of support a firm offers to clients both before and after buying their services to help them enjoy the products. Offering these services helps the firm to retain its customers and expand its business (Hockenberry, 2020). The world is changing, offering these services goes far beyond the traditional phone call by the agent. These services are available via text message, email, and even social media platforms. Some companies have developed self-help systems, so their clients can solve issues on their own at any time of the day (Hockenberry, 2020). However, customer support service is more than just giving answers: it is a significant part of the promise the company makes to customers.

Ocado is an online supermarket business based in the United Kingdom. It describes itself as the biggest online grocery store in the world. The joint is unique; it doesn't have a chain of stores like its competitors; it makes deliveries from its warehouse. For many years, the company has been putting up measures to help it grow in sales and customer service quality. Without a drought, it has done well in terms of customer satisfaction as it enjoys a 4.5 review after 11,000 reviewers have given their reviews. For many years, these companies have been growing in structure, putting out different measures to grow its brand. The sales have been increasing for many years due to the great techniques the management puts in place. Without a doubt, ¹sales and customer service are the backbones of the success of any business, Ocado has put aside measure,

which has helped it put a mark in online business around the world. This paper will give detailed and accurate accounts of this company's activities to grow developing its brand.

Background information

Ocado was founded by Jonathan Fairman and his group in 2000. The company began by partnering with the Waitrose; they ran all the company. Throughout the years, the company grew in structure and size as they used different concepts to improve on their customer service experience. The company chooses to use a better approach to fight off continuous competition from its competitors (Wood, 2020). Over the years, they innovated different techniques products which they sold to their market. For instance, in July 2009, they released their first application for iPhone users (Wood, 2020). The app was called the Ocado, which allowed users to shop online without using the PC. The android app had the choice feature that allowed the users to use voice to do various commands.

The company launched its first grocery app that ran on the apple watch. There is no other company that has very done this. This move gave them an upper hand against its opponents who were only using the app. at the same time. They made their software that was used for operating a retail business online. In 2017, the firm launched an app for Alexandra to force help, allowing clients to add products on the basket using the voice command (Wood, 2020). This app was the first shopping app in the U.K. to use Alexa voice command, although it took time for people to adopt it (Wood, 2020). These new approaches have helped the company grow in shares after the launch of the outstanding app, which deals with grocery. The company patterned with different firms like the Empire Company in Canada. They managed to adopt robotic services, which was their first automated process (Wood, 2020). To date, the company uses various technological advancements to give it an upper hand against other firms.

Competition in the context of sales and customer service

For many years, the online business has been progressing in different aspects due to accessibility to mobile platforms. Nearly 5 billion people use the internet, with many of them having smartphones (Carrick, 2020). Many companies have opted to go for online shopping in a move to make it easy for their clients to get goods and services from the comfort of their homes. Ocado uses different platforms on android, apple, and web browsing to boost its sales. These platforms allow shoppers to make their orders, and they get delivered (Carrick, 2020). Many other companies, both small and large, are getting in the game to get a fair share of the ready market. Besides offering many varieties of products, they use different techniques with offers to lure their customers.

Ocado uses social media for advertising their product and reaching out to new people. The use of social media in the advertisement has been on the rise; many companies have taken up this approach due to the huge following. The social media platforms offer a variety of features that allow clients to give a review of the products being sold. For many years, companies like Instacart, John Lewis, Morrison, and Cranswick are giving Ocado a fair share of competition (Carrick, 2020). International companies like Amazon have been establishing themselves in the market as well, for instance, the Amazon Company. The CEO of Ocado brushed this claim despite the company witnessing a fall in profits, heightened and invented into technological services, and a rise in the company's net debt (Carrick, 2020).

1 Organizational vision and strategies influence on sales and customer service management

Ocado has developed a vision and states for the last eight years to use service delivery to be successful and evolutionally. The company has stable and successful after many years of trial. The firm has an advantage in the range of high-quality frameworks on the external market. The

company analysis of the primary activities like ⁵inbound and outbound logistics, operations, sales, marketing, and service delivery are systematically analyzed to assert what importance they add to the business (Carrick, 2020). However, this is not always the case for competency-based strategies and resources where analytical tools are developed. There is a disadvantage that doesn't take into account the external market force effect. Ocado needs a structure that is semi-independent business units, which will be related to being diversification and integration techniques to promote new products in the market. Strategic thinking is more about the mindset aspect and the way of operation in which it is predicted that the future can't be predicted, and the management is open to new ideas. This approach adds value to the company rather than being sidelined to planning in meeting the objectives.

The company founders, describe this strategic thinking as an imprint in their eyes of their long stand relationship, which encourages critical thinking. The company considers the customer's option, such as home delivery and online order long before other competitors could adopt the approach. Basing on the corporal level, the company outlining its vision, mission, and values give it direction in which they will take in life. The company makes a major decision at the strategic level of the company's growth and future. At the tactical stage, the medium-term goals like increasing the customer base are by offering money-off and prices in the form of shopping vouchers as part of the business strategy. However, these objectives often described in terms of market and financial perspectives.

¹

Analysis of Personal Selling & Sales Management Approach

Personal selling is an attempt to inform the customer about the services and try to persuade them to buy it. This form of promotion ⁴is the most precise form of communication since ³it assures firms in direct contact with an excellent prospect. However, the major setback of

personal selling is the cost per contact—this approach request recruitment, training, and motivating the staff. Despite the high cost, this technique helped Ocado to achieve its role in society. The strategy needed to find prospects, persuade prospects, inform prospects, and keep the customer satisfied using the follow-up service after selling the product. Staff is made to deliver goals effectively, and besides being incompetent, they must be training well regarding characteristics (Smith, 2020). The use of personal selling brings evolution to take on elements of marketing and customer services. This approach has helped the company build a relationship during the sales process. Personal sales help the firm to strengthen the leveraged development of the marking strategy of the company.

Ocado has, for many years, established a management process, which includes generating performance outcomes. The sales team has built the company's reputation, and the individual staff has helped in perceiving the entire firm. The company has set a sales force objective that is fully integrated into promoting events (Smith, 2020). The team finds new customers by prospecting the identification of potential clients. The company has adopted online marking services that helps it develop indifferent perspectives. For instance, using Facebook allows it to reach out to nearly 10 million people on daily basis. Sales management determines which region the company is performing poorly in the perspectives of number of sales made. Knowing its opposition in the market is crucial for making vital decision reading its growth.

Through proper marking tools, the company managed to make 70,000 every week in 2019 (Smith, 2020). This growth was achieved by improved deployment speed, which reduced the automatic upfront funds commitment and short ROI timescales. The automated process made the sales increase as the clients felt it was effective and easy to get their orders. The number of partners has helped the company grow in structures and from as they bring in new technological

methods. The number of sales has greatly increased due to the technological improvement the company is making from time to time. Ocado has put different learning mechanisms; by educating the clients on the new products, they tend to develop trust. After innovation, the sales time makes the product available in the market by advertising on a different product.

Ocado uses the blue ocean approach to create a market for it left to limit the implementation (Smith, 2020). This approach makes it outstanding despite the competition that exists in the market. Through innovation, new services are made available for the clients. It takes time for a market to embrace a certain technology, through education and awareness. A company that uses the red ocean approach tends to use outdated systems, and these systems don't take into account the changes happening in the world. Hence, Ocado has used technological advancement to its advantage, as it can give its clients better solutions.

1

Analysis of Customer Service & Customer Turn offs

Customer services are an essential aspect of any organization, especially for its growth. For many years, Ocado has been improving on its areas of weakness in an attempt to establish a strong market force around the world (Twentyman, 2020). At the start, the company struggled to get good reviews of its services as the products were on the trail. The adjustments are accountable for the growing company and have been the key to their growth. For many years the reviews have turned out to be positive due to the major improvements the company is putting place. An increased workforce has made the company deliver goods on time.

Every company will always have a share of its downfall. Customers are the most sensitive people one a company must handle with utmost care to retain them. Allowing the customer to complain to be persistent gives the image a bad image. Ocado is an online-based platform, and hence online reviews are very important. The company has set up a team to handle

customer complaints in a move to solve problems and to avoid the issue being viral. The social media platforms give clients an avenue to air out their complaints, reading a certain product, and it reaches many people.

1 Analysis of Organizational Systems, Policies & Culture

Ocado **has** set aside **a** new fraud model that collects data from the order management systems, customer-relationship management system, payment, and recommend teams to predict whether the order was fraudulent. The system adopts a logarithm that adapts based on the time the data was captured (Twentyman, 2020). The machines process the data from the call center using different tools. In the event, the order is flagged, and the customer called to complain, the order is reviewed and used to improve fraud forecasting. The system also helps when the customer calls or emails the call center to say the good hasn't reached home and wants to cancel it, the system will cancel the order and make the products available for other shoppers.

Analysis of Individual Actions

The company has a huge workforce that is working from day to day to achieve their targets. Through these employees the Ocado is able to serve customers with outmost diligence. Customer satisfaction is paramount for all the worker to observe without fail. The company fraud detection helps clients receive the goods they deserve and reduce the level of fraud. The company has a good email system that responds to customer complaints, and this system saved the company 100,000 pounds every year (Twentyman, 2020). The urgent emails receive quick response immediately. The customer care services operate on a 24/7 basis to make it easy for clients to access the helpline at any time of the day (Twentyman, 2020).

1

Analysis of the Use of Data and Technology for Sales & Customer Service

The company uses technological aspects like using the website and apps to reach its clients. Its operation is automated with a warehouse that uses robots to make their operation fast and efficient. Furthermore, it uses a learning bases fraud detections and customer delivery services, which help the company at in good rating from the goods services they offer. They describe themselves as specialists in automation do robotics operation (Smith, 2020). Without a doubt, the company uses the adverse app and web development. Smartphones and algorithms optimization and discrete event simulation process to achieve its goals.

Recommendations

An overview of the key aspects of Blue Ocean helps in creations in three fields that closely touch consumers' lives, like how people get their products, what people use, and where they can get their groceries. Blue ocean strategies not always about technological innovation since a technology that exists has been in place for many years. For many years, most successful companies have been formed by incumbents, which is the core basis of the company. At the being of the blue Ocean creation, many companies were seen as unattractive and non-existing.

Ocado plans to gear up more ambitious moves in terms of technological development. The company has a strong team with a team of nearly 600 hardware engineers and 1300 software engineers. The two have been split to improve productivity. The hardware engineer focuses on making robots while the software involves the meaning of the platforms. This company's future growth depends heavily on these engineers' innovation as they create a new line of products. The company tries to improve the available platforms to eliminate complaints from the customers. The online business changes day by day, and the new technological advances will take it to a

new level. Specialization in the company helps in increased productivity, as employees do tasks that suit them.

The need to partner with stronger firms will give the company an edge against its competitors. There are many companies that Ocado can set up business relationships with to improve its international reputation (Smith, 2020). Although it is important to partner with developed firms, setting up ties with small companies can be beneficial. Study as proven, companies that tend to partner with others tend to grow fast than those that don't take this approach. For many years Ocado has been patterning with different companies to help it grow. By patterning, the company tends to develop better techniques and ideas.

The firm should merge with smaller companies which show great potential. By merging, the company tends to grow internationally and gain reputation. Therefore, as a future development strategy, Ocado must adopt new techniques to grow internationally (Smith, 2020). The current CEO is obsessed with taking up new technological improvements in the areas they lag. Taking advantage of future technological ideas will give this company an upper hand—for instance, the use of drones to deliver goods to their clients. The drones will be able to fly to the pinned destination, delivering the goods (Smith, 2020). The Coronavirus pandemic has been a wakeup call for companies like Ocado on the significance of having a better delivery approach for clients. Therefore, this company must adopt a new approach, which allows the remote operation to take place.

Conclusion

Sales and customers service are the key aspects of the success of Ocado. The company systems make it easy to serve the very demanding clients who love better services. Ocado is growing each day, but this progress can slow down if they fail to adopt new technological

advancements. Therefore, innovation is significant in improving the various aspects of accompany. Company owners need to use proper techniques that will give effectively.

References

- Hockenberry, D. (2020). 8 Ways Sales and Customer Service Can Actually Work Together. Blog.hubspot.com. Retrieved 11 July 2020, from <https://blog.hubspot.com/service/sales-and-customer-service#:~:text=of%20that%20alignment,-.Sales%20and%20Customer%20Service,business%20remain%20positive%20over%20time>.
- Twentyman, J. (2020). Ocado turns to AI to tackle customer email overload. diginomica. Retrieved 11 July 2020, from <https://diginomica.com/ocado-turns-ai-tackle-customer-email-overload>.
- Carrick, A. (2020). Ocado set to be crowned the FTSE's most valuable tech giant - CityAM. CityAM. Retrieved 11 July 2020, from <https://www.cityam.com/ocado-set-to-be-crowned-the-ftses-most-valuable-tech-giant/>.
- Wood, Z. (2020). Ocado get ready to make the biggest delivery in its history. the Guardian. Retrieved 11 July 2020, from <https://www.theguardian.com/business/2010/feb/21/ocado-flotation>.
- Smith, I. (2020). Ocado delivers on promise of high-tech future. Ft.com. Retrieved 11 July 2020, from <https://www.ft.com/content/b31aec14-1360-11e9-a168-d45595ad076d>.

ORIGINALITY REPORT

5%

SIMILARITY INDEX

1%

INTERNET SOURCES

0%

PUBLICATIONS

5%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to Berkeley College Woodland Park

Student Paper

2%

2

Submitted to Colorado Technical University
Online

Student Paper

2%

3

Submitted to CSU, Hayward

Student Paper

1%

4

Submitted to Mancosa

Student Paper

<1%

5

Submitted to University of East London

Student Paper

<1%

Exclude quotes On

Exclude bibliography On

Exclude matches Off