

## **Unit 2 – Developing Customer Service**

### **Introduction**

Every business has customer service, customer service is a service that provides a service that consistently meets or exceeds customer needs. For examples a company like Sainsburys may offer home delivery service for its customers.

I have chosen to investigate Sainsburys; Sainsburys is a supermarket which sells food and drinks; these are the core business activities. They also sell electrical products, clothes, furniture and stationary. The company is a PLC which has many shareholders. The company has branches across the UK. The company has limited liability, this means should the business go into bankruptcy the shareholders will only lose the amount they invested into the business. The company is a large enterprise business which operates on a global scale; they also operate on the internet.

These are some of the reason why I chose to investigate Sainsburys; I have chosen Sainsburys because I have had previous employment with the company and because it is a big company.

### **Areas of Customer Service Provision in Sainsbury**

Service provision means creating new and/or improving current service to gain more customers. Some of the key customer service provision areas in Sainsburys are the complaints section, online shopping and customer information section.

Complaint section deals with customer's dissatisfaction of the company's products and/or services.

The Sainsburys website offers online shopping; this is a service which Sainsburys offers to its customers. This gives to customer the option to buy online and have the goods delivered to them.

Customer information section deals with customers queries and is a help service for the customers.

### **Three kinds of Customers**

There are three types of customers' internal, intermediate and external customers.

Internal customers are customers within the business who work for the company. One internal customer of Sainsburys is its staff.

The staffs are the people who work for Sainsburys and also buy their products.

Intermediate customers are customers in the middle of the chain, regularly they are distributors who buy products and sell it on to retailers. One example of intermediate customers in Sainsburys are its supplies, the companies who supply Sainsburys and then buy products from them.

External customers are the consumers who use the products or services. This type of customer has the most needs which have to be met for the product or service to be sold.

Some of the external customers of Sainsburys are the general public and other companies.

The general public are the direct customers of Sainsburys who buy their products.

Other companies who buy products from Sainsburys but are not the consumers; these are private customers and are the indirect customer of the business. For example care homes who buy products for its resident.

### **Customer's needs and expectations**

Sainsburys meets the needs and expectations of their staff, supplies, general public and other companies because they meet the high standards required. They achieve this by finding the cheapest suppliers to ensure value for money to its customer.

They advertise to ensure customers are informed. They use large signs and distinguishing product display methods to attract the customer's in store. Floor staffs are trained to deal with basic customer quires and also have a customer service staffs who deal with more complex quires.

The expectations are met by marketing, advertising, cost and ensuring that all its products are at outstanding quality.

Using marketing and advertising to identify user expectations and reasonably pricing at high quality to meet customer expectation of value for money.

Examples of Sainsburys meeting the needs and expectations are advertising on television, newspapers, magazines and internet to keep customers informed about sales and low prices. Sainsburys have customer services desks at stores to deal with customer's queries,

leaflets and questionnaires to encourage customer input in improvement to business.