From: Customer service department

To: Al Frescos’s Headquarters

Date: November 24, 2021

Subject: Report on customer expectations form a supermarket

**Introduction**

The aim of the report is to analyse customers expectations and to suggest measures to improve the current situation. To gather information a survey was conducted among our customers. The results are depicted in the attached bar chart and are presented below.

**Findings**

Almost 90% of interviewees expect to find fresh products in supermarkets. To 74% it is important to have clean stores. About 50% of the respondents claim that speed and efficiency as well as polite staff are very important to them. However, only a small proportion of participants demand superior products or a wide selection of products.

**Reasons for the problems**

The reason behind spoiled products could be long supply chains or a late harvest. Complaint about the cleanliness of the store might be due to the lack of cleaning staff. Staff being impolite and inefficient may be caused by poor working conditions, a lack of breaks, long working hours and inadequate training.

**Recommendations**

To improve customer satisfaction, it is advisable to shorten the supply chains or order from local suppliers. Measures that could be taken to prioritise the cleanliness of the store and the efficiency and politeness of employees are additional training as well as longer breaks. A further recommendation would be to hire more staff.