Local Business Evaluation

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Businesses that provide service to local community and people are known as local business. As we are evaluating local business, I turned around local pizzeria. It used to be franchise but after their company filed for bankruptcy, they all have individual owners now. The name of the business is Romios. It is located at Renton, Washington. There website is as follows: <https://www.romiosrenton.com> . They are in a restaurant business; I had done plenty of research about this restaurant as we did last week work around this business as well. We can include this business in hospitality as well because they follow the same unwritten rule of customer service being one of the top priorities of the business. To search this business, I just did a google search using key word “pizza near me”. It showed in my first page of search, I wandered around their website for quite a bit. I think it is easier to order food from their website than anything else. Their menu is just displayed on the google search. I can select whether I want to pick up food or order delivery directly from the restaurant. Everything was so quick, and I was able to order my food in less than 5 minutes. They did a very good job integrating their service with google.

As I was going to pick up my food, I had a chat with the guy who works there. He mentioned most of the customers who comes there on a regular basis have been their customers for a long time, more than 8 years. What I found about their business when I had conversation with them is, they have a clear vision on who to target as a customer and how to make them forever customers also have something like loyalty bonus for customers who checks in regularly. Their ideal and main targeted customers are senior living home, which is located right next to their parking lot, Valley Medical Hospital employees who are 3-minute drive away and apartments and houses within 5 miles. Upon how to reach them, they use google ads to reach people who are tech savvy and know how to properly navigate around internet, but they target huge number of senior citizens as well who are not so tech savvy. How do they reach senior people you ask? They use a mail marketing service named Valpak. Valpak is a company which sends 100 of coupons and flyers in one envelope in your mail and they estimate to reach around 10,000 homes every month. By the help with Valpak and google ads they are reaching to their targeted customers.

Their food is one of the finest in the down, however going through their business website. They have no official social media account where customers can ask a question or get in touch with them via social media. Having a social media account is a huge plus point for the businesses, exclusively for local business. Their google service is so good and it would be much better if they had social media account on Facebook or Instagram where they promote their business by putting pictures of the pizzas and pasta they offer. Talking about their website, they do not need any more improvement besides adding pictures of all dishes if possible. Not having a social media account, they are missing on some more potential customers as well.

Customer relationship management was and is one of the vital things for this business to survive the pandemic last year. To survive a pandemic in 2020, they did not even have to reduce hours of any of their employees. They increased their delivery services to all the customers who were regular, they use their own CRM software, it is the same software they were using when they used to be a franchise. It helps them to track all the customers, reach them out by just using their phone number. They started loyalty program where if you get 10 pizzas the 11th one was on the house with purchase of any appetizer or sides. They sacrificed on their turf as well to get more business and stay afloat. They sent out 1000’s of coupons by mail to most of the houses within 5 miles. If they used internet and social media marketing, I think they would have a lot of new customers, in the middle of pandemic but it is never too late to start social media for small business.

Hearing the customer can be one of the improvements for this business. Customer feedback is one of the imperative application of CRM. Numerous CRM, dedication, and email marketing stages offer devices to assist you with seeing how your customers view your image. You can accumulate significant knowledge through overviews, inside evaluations, or audits that stay inside your information base. Stretching out beyond client issues and giving a space to customers to vent to you, rather than on open confronting audit destinations, can assist you with fixing issues quicker and even more proficiently (while hiding any hint of failure).

Furthermore, online reviews can be essential to help steer objectives just as work on open picture. Regardless of whether your CRM programming as of now incorporates notoriety the executives or you get it through a joining, consider how client input can shape your image's picture to the rest of the world. Checking of online media stages and survey destinations assists you with reacting in an opportune manner to further develop in general consumer loyalty and trust.

In conclusion, local business needs our support and feedback to stay on thriving business whereas local business needs our reviews and feedback to be improve on themselves. While this evaluation of local business where I live, I am thankful they made it through such a rough pandemic where half of the business did not make it through. By applying few more applications and strategies of CRM, they will be much better than before, and customers will feel even more like home.

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