

Activity 2 - Competition Evaluation and the four P's

Business English II

Software Development Engineering

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Introduction

Let's start understanding what customer service in marketing is, this part is the help provided to customers before, during, and after the sale process, this makes their experience much better and, therefore, keeps them satisfied with the products or services, however, to define customer service properly, it is necessary to know that it is much more than just giving answers, the real goal is to convey to customers the value of the company, and that is why it is an important factor in the success of any organization.

Regardless of the objective, whether it is to generate new business contacts or maintain them, customer service must be of high quality, because it will show that they care about them, so they will be more loyal to the brand or product, so it is valid to say that customer service is more focused on the experience they have with the brand, also, in customer service, the company is the one that initiates the conversation, the one that cares about knowing what the customer is experiencing about the service or product it sells, it is going beyond the need to fix something so the customer service representative gets in touch, seeking to establish a conversation to probe needs, opinions and ways to improve the relationship with the customer.

The analysis of the competition allows us to identify the weak and strong points existing in any business or company, to be able to anticipate the market threats, understanding globally what makes them different from the customer's point of view, by knowing this advantage you will be positioned to face the strategies of the competition and make the most of all its capabilities.

This information is very important to be able to optimize the business strategy, elaborate a market plan, or build an effective business plan, continuous monitoring of the competition is an essential part of counteracting the commercial and market offensives of the main competitors.

A competitive analysis helps to understand what makes you unique and potential obstacles to growth, so that you can strengthen your business and market strategies where necessary, allowing the company to be proactive rather than reactive, when most entrepreneurs act based on preconceived ideas about the competition and the market environment, these ideas can be inaccurate and challenging assumptions because data changes all the time, you should not wait for a competitor to launch a new product to change strategy, as you may find yourself in a reactive position to market changes, even though it is easier to be proactive when this analysis exercise is done regularly.

In this part, it is important to implement the 4 P's of the marketing mix, which are the components of any successful marketing campaign, meaning:

Product, price, point of sale and promotion, whatever marketing mix model is used, this system will help in decision making when you are going to launching a new product or service, but also when you want to test a marketing strategy.

It should be taken into account that the branding strategy should:

- Communicate what the **product** will deliver to the customer.
- Demonstrate why the value of the product matches its **price**.
- Appear in the **points of sale** where the company's target audience frequents.
- Use effective **promotional** strategies to reach potential customers.

Description

For this activity you should consider a business, enterprise, project, or your idea that according to the service or product offered allows you to ask customers through a simple survey of five questions what are the areas of opportunity in the business, the areas of opportunity of the company, and the level of satisfaction they have with the customer service and the product(s) offered, taking into consideration their answers as feedback to create a conceptual map that contemplates the positive and negative opinions that should be improved or changed in the process or area of opportunity, managing to offer a better product and customer service according to the preferences and needs of customers and thus to obtain their loyalty to the company or the product offered.

Subsequently, we will understand why Customer Service is the act of attending to the customer's needs and the well-being of all types of businesses to maintain the best service and high-quality assistance must identify all the key elements to improve customer service practices, performing an analysis of the strengths and weaknesses of three of the competitors using the four P's (Product, Price, Point of Sale, and Promotion), a table of competitive analysis should be developed to classify and compare the service offered in the business with that of the competition.

Justification

This type of activity is a key element since it allows to identification of the existing areas of opportunity that allow to grant and maintain better customer service, which includes high-quality assistance, where all the key elements must be identified to improve the customer service practices, This is the act of meeting the needs of the customer and the welfare of all types of companies seeking a win-win relationship that through effective feedback can identify these areas of opportunity to improve the service and get to meet the needs of their customers based on their needs and preferences, allowing to visualize what is the trend of the market in which it is working, being able to identify and monitor in a simple way the aspects to improve for the entire satisfaction of them.

In addition to being able to identify what are the preferences in the products offered to maintain them, change them, or implement something new to attract new customers, maintaining the objectivity of providing high-quality customer service by the consultants and in general as a policy of any company concerned about providing good service.

It is very important to make a market analysis to know the direction to take as a business in comparison with the competition, and the products that can be offered or improved taking into account the consumption habits and preferences of the customers to maintain their preference by providing a good service that allows them to feel valued and listened in terms of their needs.

Development

Stage 1 - Customer Service Practices

The screenshot displays a web browser window with two main applications open. The top application is a translation tool, likely DeepL, showing a side-by-side comparison of text in Spanish and English. The Spanish text on the left discusses customer service practices, mentioning the identification of key elements and the need for effective feedback. The English translation on the right mirrors this content. Below the text, there are controls for audio playback and a 'Copiar' (Copy) button. The bottom application is a grammar checker, showing a document titled 'Untitled document' with the same English text. It provides a '97 Overall score' and offers 'All suggestions' for improvement. A cartoon character is shown pointing to a suggestion, with the text 'That's quite an improvement!' below it. The browser's address bar shows the URL 'app.grammarly.com/ddocs/2320913002'. The Windows taskbar at the bottom indicates the system time as 10:23 a.m.

español (detectado) ↕ inglés (EE.UU.) ↕ Glosario

Este tipo de actividad es un elemento clave ya permite identificar las áreas de oportunidad existentes que permitan otorgar y mantener un mejor servicio de atención, que incluya una asistencia de alta calidad, donde se deban identificar todos los elementos clave para mejorar las prácticas de atención, siendo este el acto de atender las necesidades del cliente y el bienestar de todo tipo de empresa que busca una relación ganar-ganar que por medio de una retroalimentación efectiva permita identificar dichas áreas de oportunidad para mejorar dicho servicio y llegar a cubrir las necesidades de sus

This type of activity is a key element since it allows to identify the existing areas of opportunity that allow to grant and maintain a better customer service, which includes a high quality assistance, where all the key elements must be identified in order to improve the customer service practices, This is the act of meeting the needs of the customer and the welfare of all types of companies seeking a win-win relationship that through effective feedback can identify these areas of opportunity to improve the service and get to meet the needs of their customers based on their needs and preferences, allowing to

1215/1500 Historial Copiar

Haz clic en una palabra para buscarla en el diccionario o ver traducciones alternativas.

Aprovecha todas las funciones de la aplicación con una cuenta de DeepL. Crear cuenta gratis

app.grammarly.com/ddocs/2320913002

Untitled document

All suggestions

97 Overall score

Goals

Generative AI

All suggestions

Premium

Get Expert Writing Help

Plagiarism

That's quite an improvement!

186 words

IDS COP_L_BE2_U1_V2 Actividad 1_Inglés para los Neg Grammarly

app.grammarly.com/ddocs/2320913002

Untitled document Saved

All suggestions

HIDE ASSISTANT >>

Great job! >

Goals >


Generative AI

All suggestions

Get Expert Writing Help

Plagiarism

Delicious Burger is an entrepreneurial company created in 2015 to provide not only a high-quality product to satisfy a craving but to provide unforgettable moments based on excellent personalized attention and specialized service for its customers, providing themes for their parties or meetings that allow them to have fun as if they were children again.



That's quite an improvement!

55 words

Buscar

10:35 a. m.

Project



Delicious Burger is an entrepreneurial company created in 2020 to provide not only a high-quality product to satisfy a craving but to provide unforgettable moments based on excellent personalized attention and specialized service for its customers, providing themes for their parties or meetings that allow them to have fun as if they were children again.

Questions and answers

The following survey is used by our customers to provide feedback, which we use to improve our customer service: <https://forms.gle/4KZchMxBdSbwywVr6>

Delicious Burger Form

This form will allow us to improve and implement our service to you.
Thanks for your preference!


fernando.888@hotmail.com [Cambiar cuenta](#)

* Indica que la pregunta es obligatoria

Correo electrónico *

Tu dirección de correo electrónico

How satisfied are you with the product offered? *



0 1 2 3 4 5

I don't like I like very much

What would you like to see improved?

Tu respuesta

What area of opportunity do you see for the service? *

- ☐ Attention
- ☐ Service
- ☐ Security
- ☐ Wi-Fi
- ☐ Menu and Theme

On a scale of 1 to 5, how would you rate the quality of your product? *

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Enviar

[Borrar formulario](#)

Nunca envíes contraseñas a través de Formularios de Google.

Google no creó ni aprobó este contenido. [Denunciar abuso](#) - [Condiciones del Servicio](#) - [Política de Privacidad](#)

Google Formularios

2 respuestas

Ver en Hojas de cálculo

Se aceptan respuestas

Resumen

Pregunta

Individual

¿Quiénes respondieron?

Correo electrónico

alleccv4@gmail.com

fernando.com888@hotmail.com

How satisfied are you with the product offered?

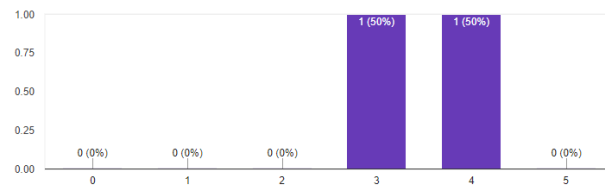
Copiar

2 respuestas

How satisfied are you with the product offered?

Copiar

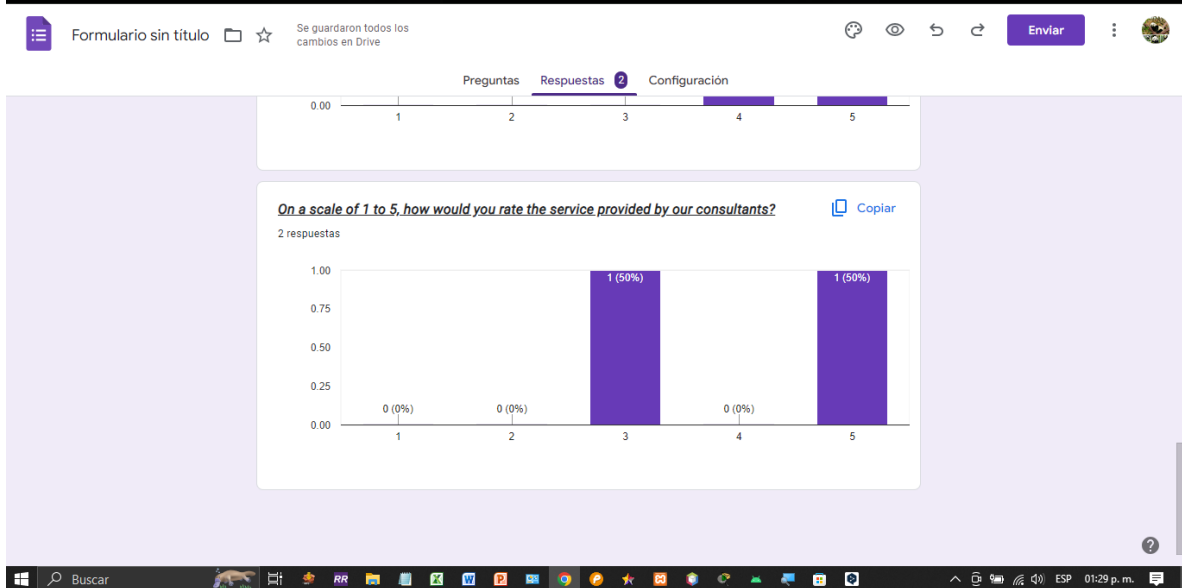
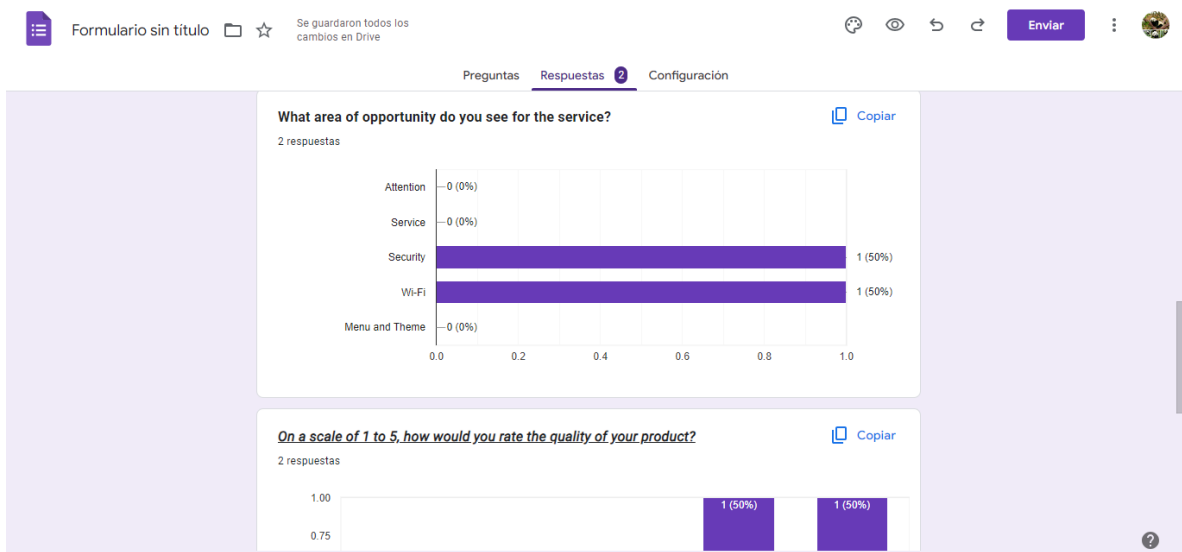
2 respuestas



What would you like to see improved?

1 respuesta

Garden games



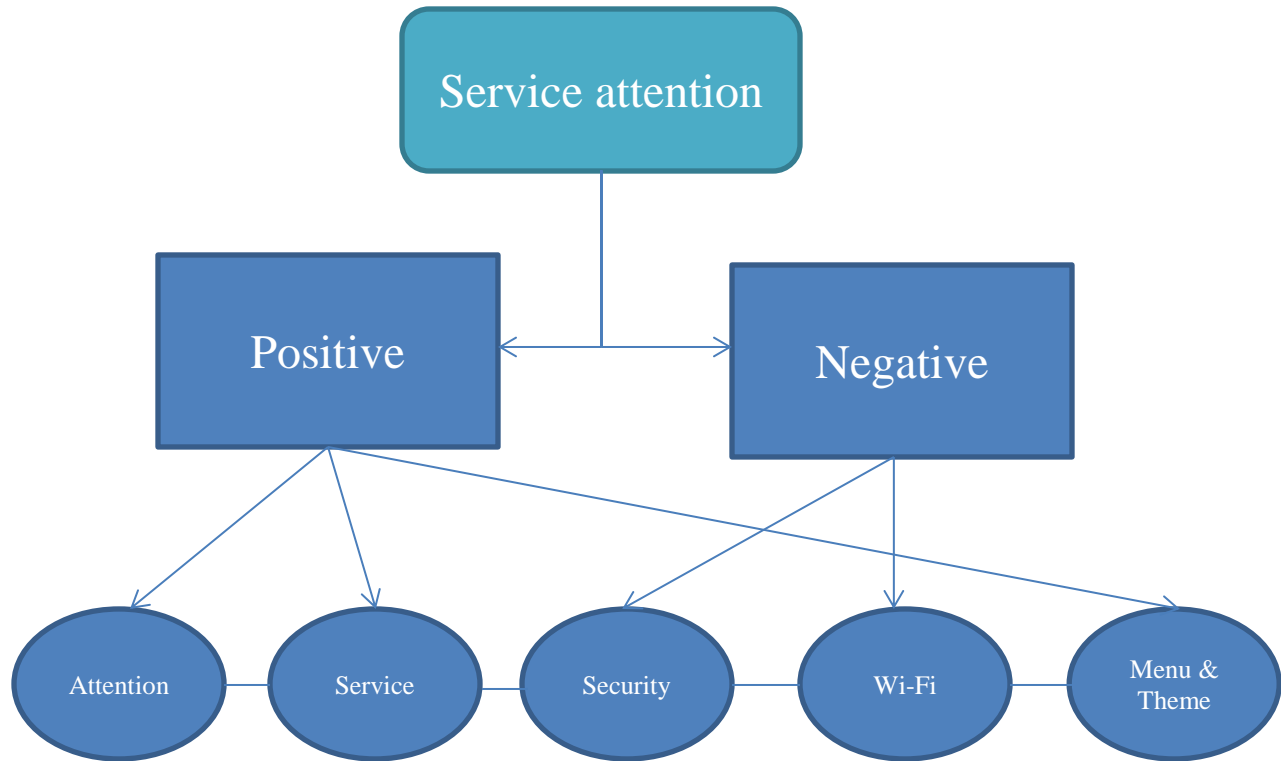
Formulario sin título (Respuestas) Guardado en Drive

Archivo Editar Ver Insertar Formato Datos Herramientas Extensiones Ayuda

100% 123 Predet... 10

A1	A	B	C	D	E	F	G	H	I
1	Marca temporal	How satisfied are you with the service provided by our consultants?	What would you like to see in the future?	What area of opportunity do you see for the service?	On a scale of 1 to 5, how would you rate the quality of your product?	On a scale of 1 to 5, how would you rate the service provided by our consultants?	Dirección de correo electrónico		
2	12/1/2024 13:23:33	4	Wi-Fi		5	5	alleccv4@gmail.com		
3	12/1/2024 13:25:43	3	Garden games	Security	4	3	fernando.com888@hotmail.com		

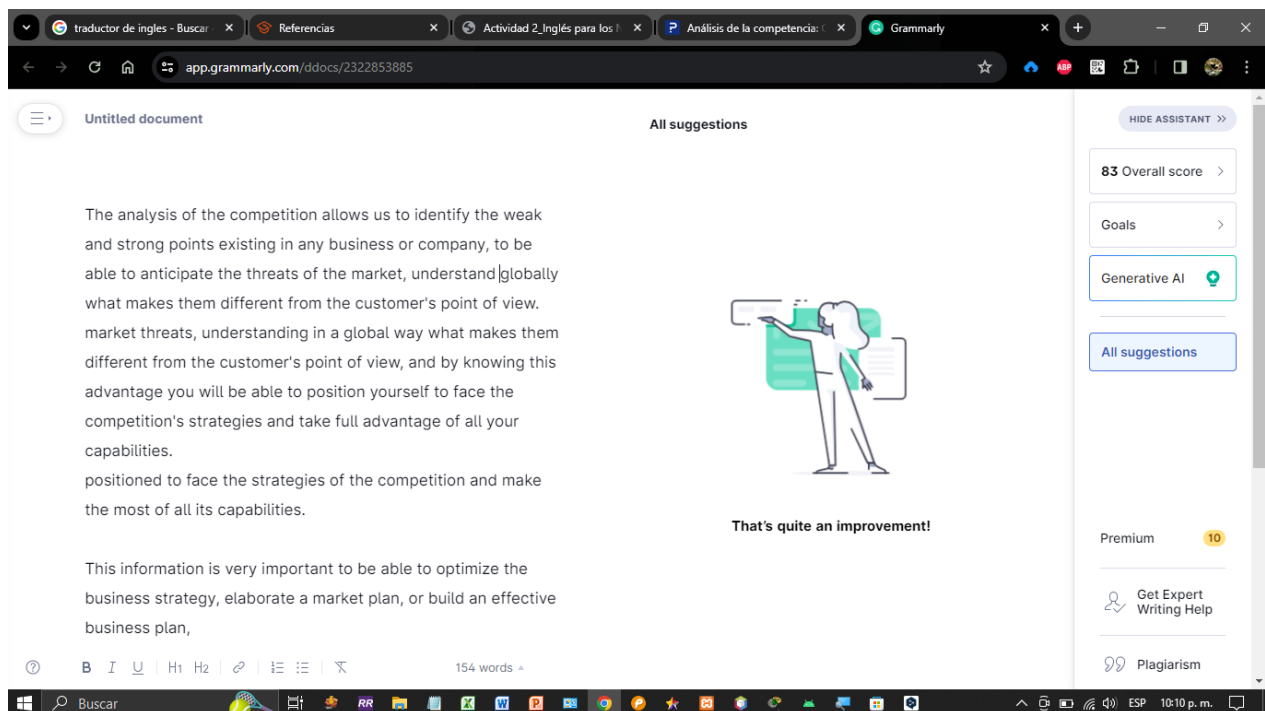
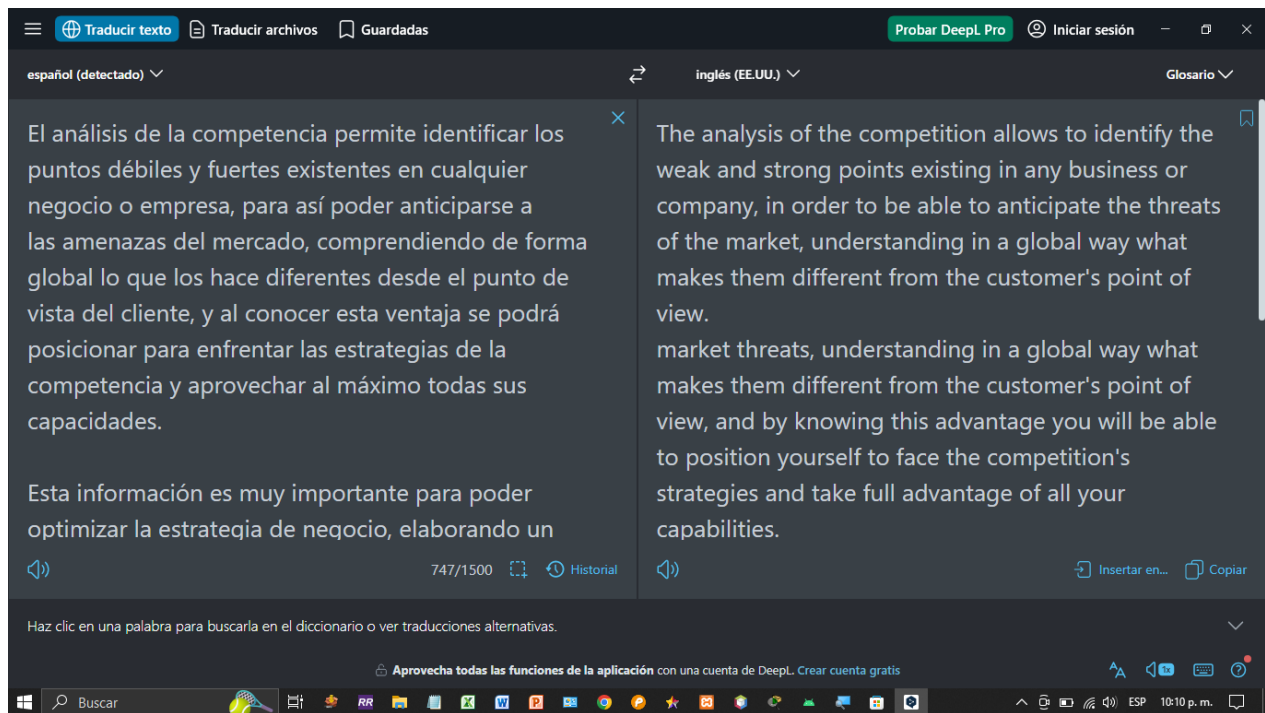
Conceptual map of opinions

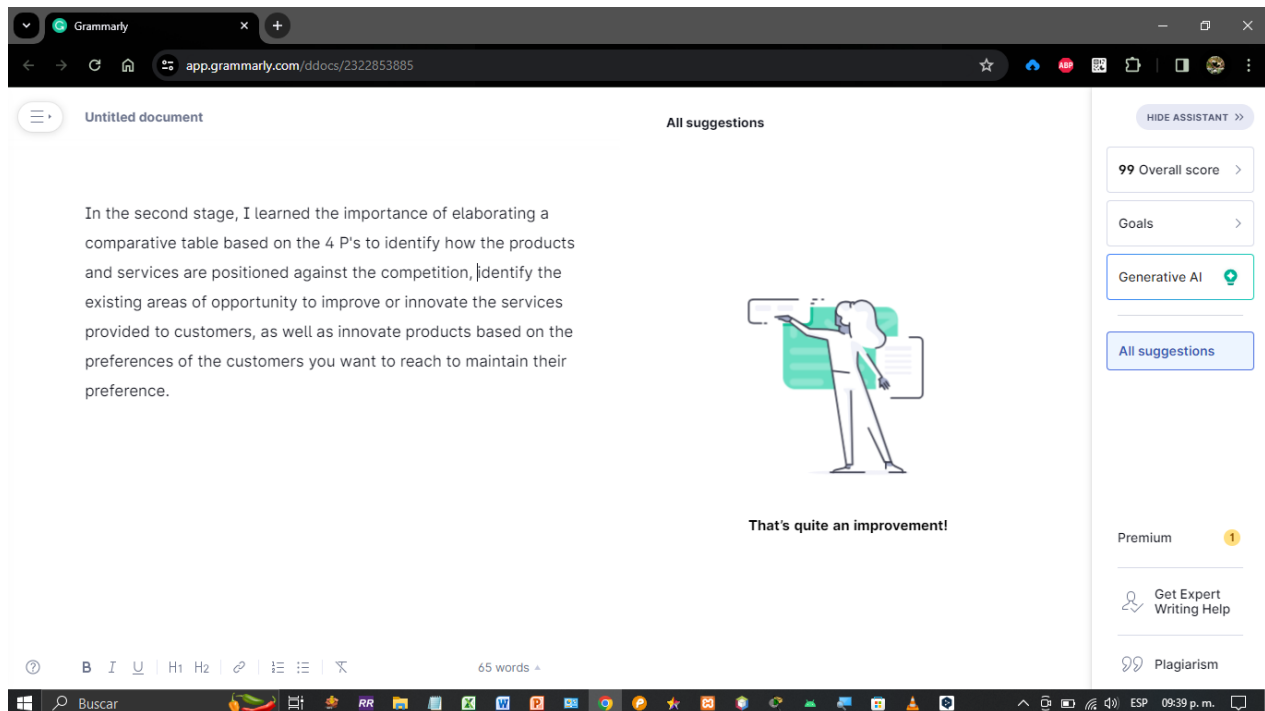
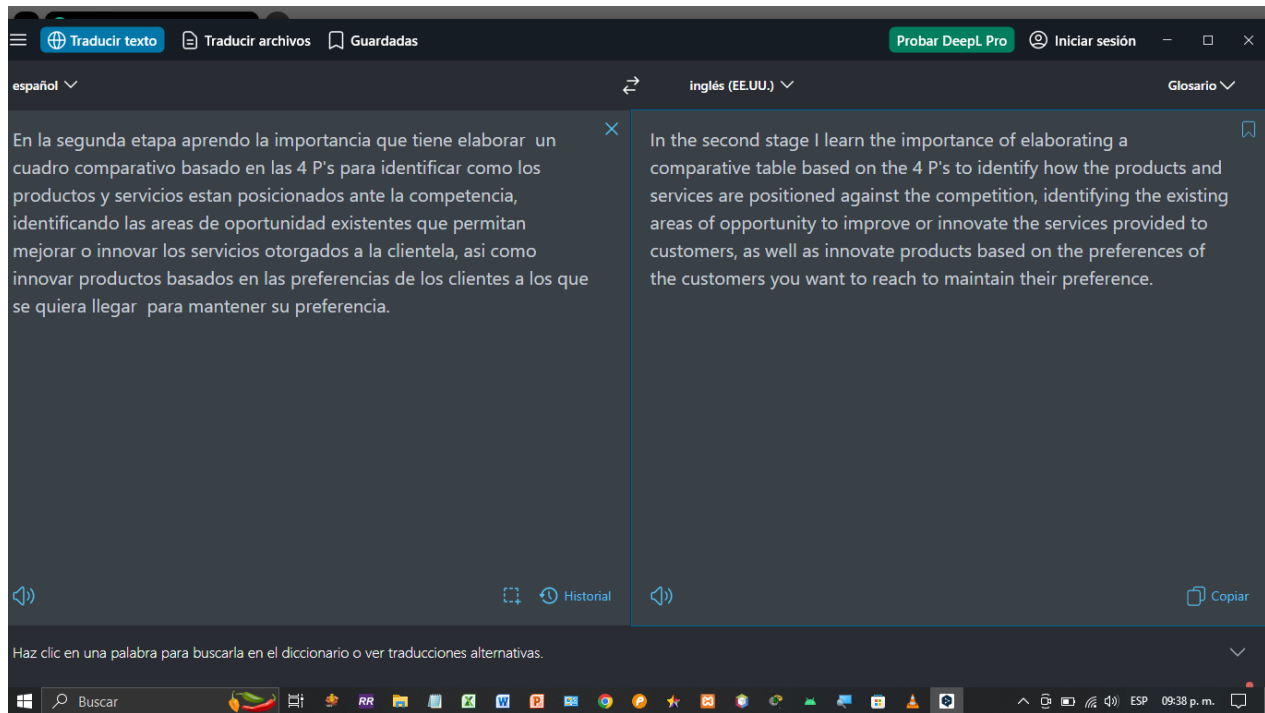


Development

Stage 2 – Competition Evaluation and 4 P's

Business	Product	Price	Point of sale	Promotion
Delicious burger	Cheez burger with fried egg	\$65.00 – \$80.00	Apizaquito, home delivery service	Flyering, Whatsapp
Cheez burger	Cheez burger with fries	\$159.00 - \$180.00	Center, in-store	Facebook, Instagram
La Wa-Wa	Cheez burger with house chilli	\$95.00 – \$120.00	La Estación Apizaco, in-store	Facebook, Instagram





Conclusion.

In conclusion, this type of tool will allow us to learn to take advantage of and identify the opportunities we have to improve day by day, to offer quality customer service that allows us to maintain good communication with our customers, find and identify areas of opportunity that allow us to maintain the loyalty of our customers.

What is the customer service?

Is the help provided to customers before, during, and after the sale process.

What is an principal tool that people use to evaluate customer service?

Is the survey that help us to know how the customer service is as well as their preferences

What is an open-ended and close-ended question?

Open-ended are the open questions that the customers have to answer with their complete opinion for our feedback, and the close-ended questions are the close questions with multiple option to answer about our services.

In the second stage, I learned the importance of elaborating a comparative table based on the 4 P's to identify how the products and services are positioned against the competition, identify the existing areas of opportunity to improve or innovate the services provided to customers, as well as innovate products based on the preferences of the customers you want to reach to maintain their preference.

Git-Hub link: <https://github.com/Chifer888/Ingles-para-negocios-2.git>

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