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## Implementing Feedback Systems for Customers and Employee satisfaction

Customers

How's the service today?

Is there anything we can improve?

Is there other drinks you would like?

Employees

How's your work today?

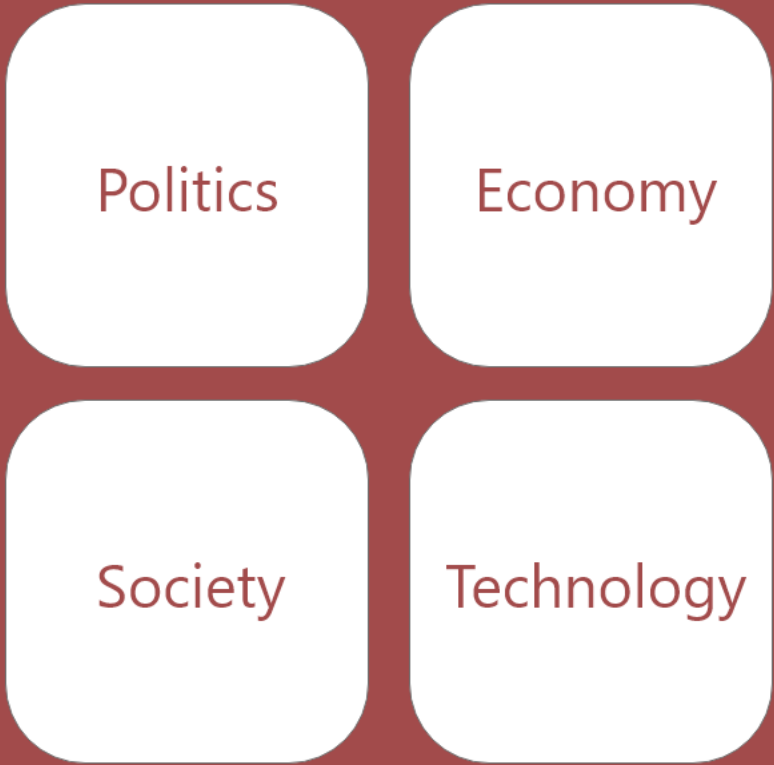
Is there anything we can improve?

Have you smiled at your customers?

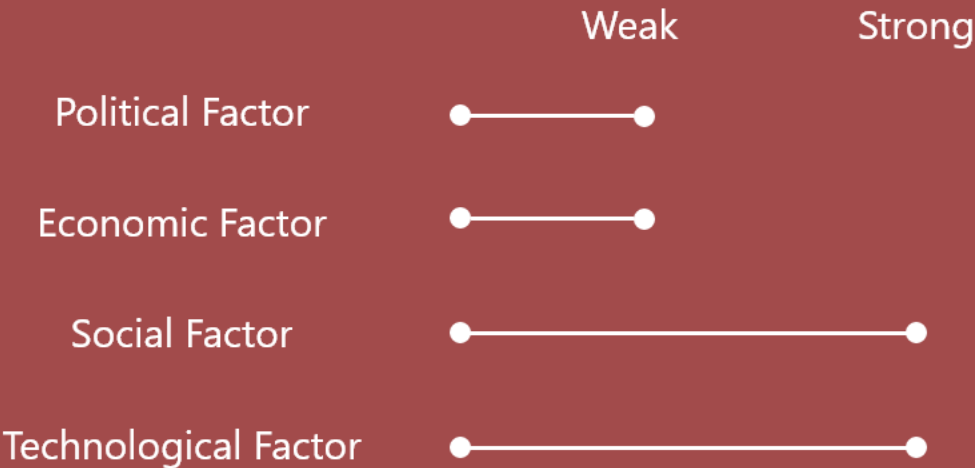
## Feedback System

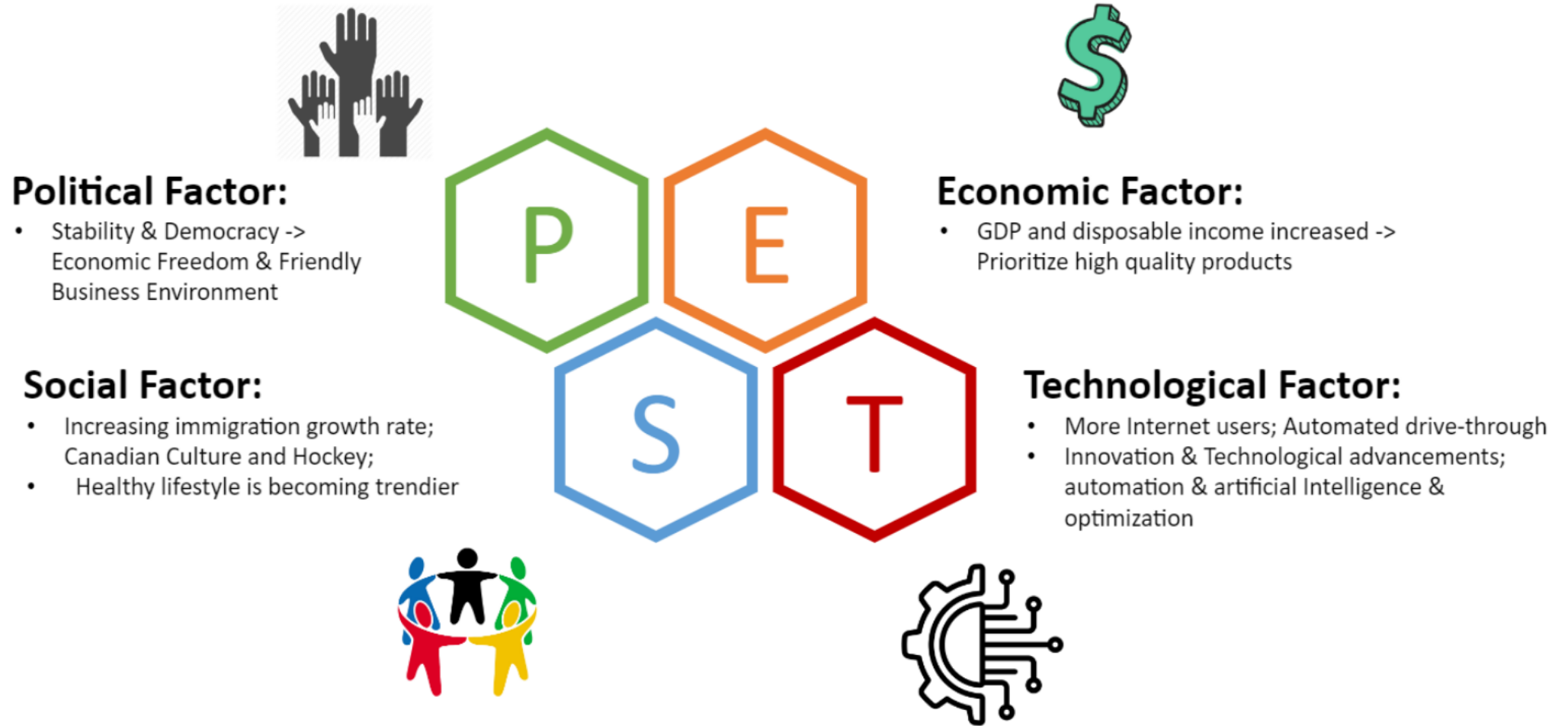
- **Understanding Customers needs**
- **Improving Customer Experience**
- **Improve Employee Treatment**

# Opportunities & Threats



## Force Power





Substitutes

Industry Rivalry

New Entrants

Suppliers

## Bargaining Power of Buyers

- The income of the buyers within the industry is low. This means that there is pressure to purchase at low prices, making the buyers more price sensitive.
- Tim Hortons needs to build a larger customer base to lower the threat that can be posted by the bargaining power of buyers.

## Force Power

Weak

Strong



## Industry Rivalry

- The very few competitors have a large market share.
- The fixed costs are high within the industry in which Tim Hortons operates.
- The production of products within the industry requires an increase in capacity by large increments.
- As the industry is growing, Tim Hortons can focus on new customers rather than winning the ones from existing companies.

# Company Weaknesses



Employee

Three Key Factors

Products & Services

Financial Performance





- Overall **poor work conditions** at Tim Hortons
- Studies claim the **lack of kindness** to customers leads to a poor experience
- This leads to **poor turnover** and hurts the overall reputation and brand



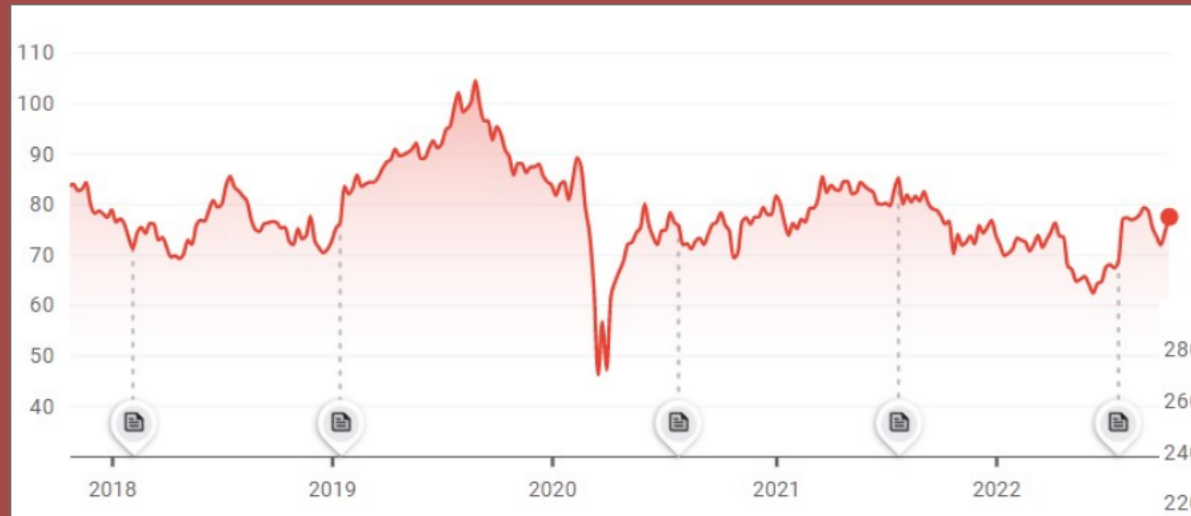
- Revenue coming in at around 1.09 billion from franchise and 2.25 billion from sales
- Solid numbers although when looking at the history **they are declining**
- **Large drop in profits** within 2020 while competition such as **McDonald's stock price is up 60%** in the past 5 years



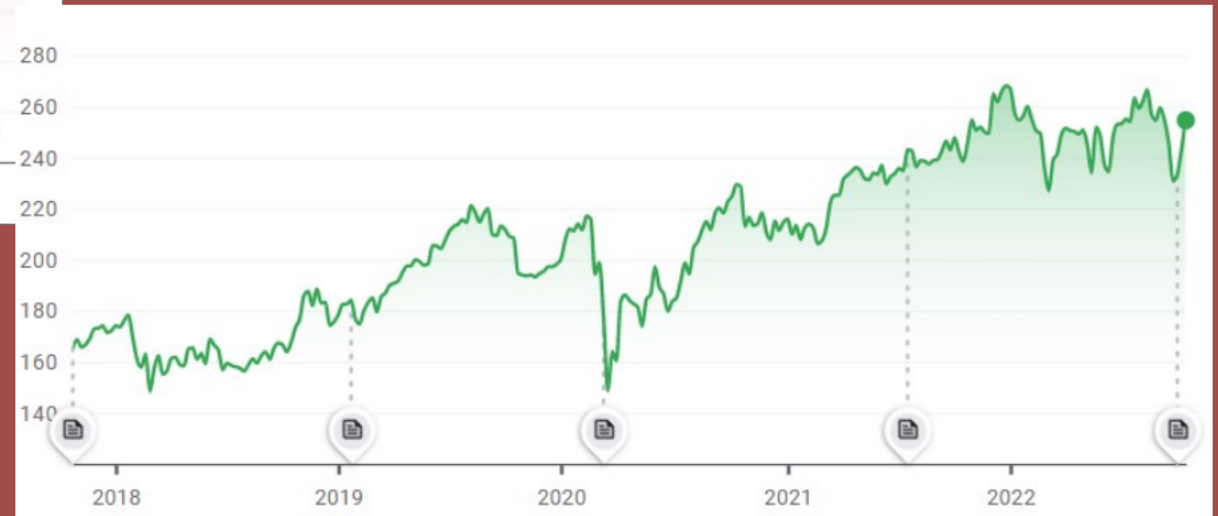
- Majority of individuals believe Tim Horton's coffee (main item) has **declined in quality**
- With more menu items than ever in 2020, Tim's had **stretched too far out** from their original item's
- Products have begun to **fail** while their main items are **struggling**

## Financial Performance






### Tim Hortons



### McDonalds



## Products & Services

<b>Service</b>		71
<b>Value</b>		67
<b>Shipping</b>		27
<b>Returns</b>		30
<b>Quality</b>		62

Tim Hortons has a consumer rating of 1.65 stars from 163 reviews indicating that most customers are generally dissatisfied with their purchases. Consumers complaining about Tim Hortons most frequently mention customer service and breakfast sandwich problems.

## Employees

Retention Bottom 25%

D+

Tim Hortons is in the Bottom 25% of Similar Size Companies

Office Culture Bottom 10%

D-

Tim Hortons is in the Bottom 10% of Similar Size Companies

Happiness Bottom 15%

D

Tim Hortons is in the Bottom 15% of Similar Size Companies

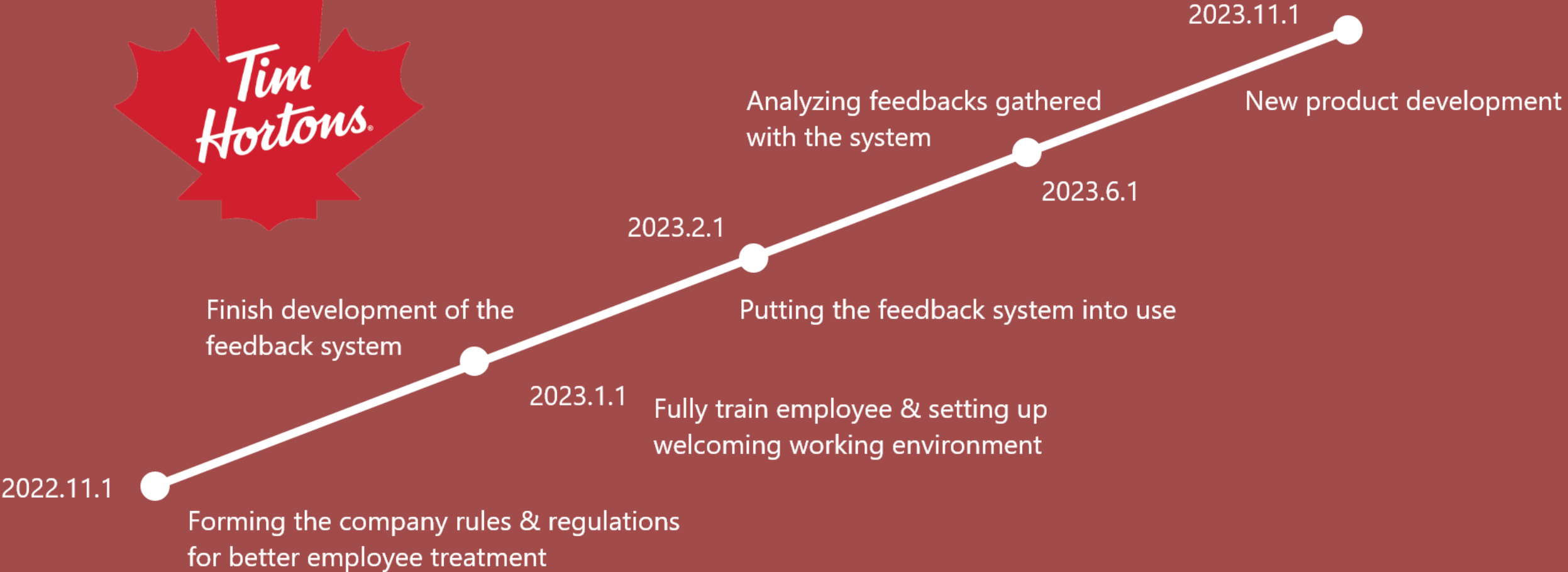
## Employees

### Employer Brand by Department

Tim Hortons' Culture score is a collective aggregate of employee feedback across categories like Outlook, Team, and Environment. Below the culture score, happiness score, & eNPS help demonstrate Tim Hortons' Employer Brand at the department level.

	Culture Score	Happiness	Employee Satisfaction (eNPS) 
Sales	C+	C-	22
Operations	D	D	---
Product	D	D-	-25
Customer Support	C+	D+	23

# Implementation Timeline



## Risks:

# THE AUTHENTICITY OF TIM HORTONS FADING AWAY

# VIOLATION OF PRIVACY LAWS THROUGH THEIR APP

## Mitigation Plan:

Keeping the original and most classic, while satisfying a larger population of customers by product innovation

Focuses on the privacy issue during the process of development

## Contingency Plan:

Going back to the products before innovation

Open us database for free inspection



- Starting today, Tim Hortons® is celebrating its commitment to coffee by giving away over \$8 MILLION in free coffee and hot beverages.* (2020, October 28). <http://news.timhortons.ca/>.  
<http://news.timhortons.ca/starting-today-tim-hortons-r-is-celebrating-its-commitment-to-coffee-by-giving-away-over-8-million-in-free-coffee-and-hot-beverages/#:~:text=That%27s%20why%20we%20only%20use,brewed%20coffee%20every%2020%20minutes>.
- Tim Hortons vows faster service to fend off rivals.* (2013, September 16). theglobeandmail.com/. <https://www.theglobeandmail.com/report-on-business/tim-hortons-vows-faster-service-to-fend-off-rivals/article14357952/#:~:text=Tim%20Hortons%20Inc.%20is%20now,the%20iconic%20chain%27s%20market%20share>.
- Tim Hortons launches new white hot beverage lids in Canada.* (2022, February 3). verdictfoodservice.com/. <https://www.verdictfoodservice.com/news/tim-hortons-white-lids/>
- Foodservice in Canada.* (2022, August). Marketline. <https://advantage-marketline-com.libproxy.wlu.ca/Analysis/ViewasPDF/canada-foodservice-161547>
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- Lock, S. (2022, July 27). *Revenue of Tim Hortons 2015-2021, by segment.* statista.com. <https://www.statista.com/statistics/291515/annual-revenues-tim-hortons-by-segment/>

# Appendix Map

PEST

Slide 6

Porter's Five Forces

Slide 7

Key Success Factors

Slide 9