

Case Study On Retail Domain

Current Scenarios Leading to Increased Churn Rate:

1. **Product Quality Drops:** Customers aren't happy with the stuff they buy because it's not up to scratch.
2. **Competitors Offer Better Stuff:** Other companies have started selling things that customers like more, so they're leaving.
3. **Marketing Isn't Working:** The ads and messages from the company aren't connecting with customers, so they're losing interest.
4. **Bad Customer Service:** People are getting frustrated because the service they're getting when they need help isn't good enough.
5. **No Personal Touch:** Customers feel like the company doesn't care about what they like or need, so they're going elsewhere.
6. **Bad Reputation:** Something bad happened that made people not trust the company anymore, so they're taking their business elsewhere.
7. **Money Troubles:** People are trying to save money because times are tough economically, so they're choosing cheaper options.
8. **Tech Problems:** The company's website or app keeps messing up, so customers are getting annoyed and leaving.
9. **Delivery Issues:** Stuff isn't getting to customers on time, or the company doesn't have enough of what people want, so they're leaving.
10. **People's Tastes Change:** What the company is selling isn't cool or interesting to customers anymore, so they're moving on.

Future Desires

1. **Personalized Attention:** People want companies to treat them like individuals and offer them things they actually like.
2. **Great Customer Service:** Everyone wants to feel like they matter, so good service is key.
3. **Easy Shopping Everywhere:** People want to be able to shop online, on their phones, or in stores without any hassles.
4. **Supporting Good Causes:** People like doing business with companies that care about the world, so being ethical and sustainable matters.
5. **Onvenience Rules:** Quick and easy shopping experiences are a must.
6. **New and Exciting Stuff:** People want to see cool new products that fit their lives better.
7. **Feeling Part of Something:** Being part of a community or feeling connected to a brand matters to people.
8. **Honesty and Trust:** People want companies to be upfront and honest about everything.
9. **Value for Money:** People expect to get what they pay for, and more if possible.
10. **Always Improving:** Companies need to keep getting better and keeping up with what customers want.

Gap B/W Current scenario to reach Future Desires:

1. **Not Enough Money or People:** The company might not have enough cash or

staff to make things better.

2. **Resistance to Change:** Some folks in the company might not want to try new things, making it hard to improve.

3. **Old Systems Slow Things Down:** Outdated technology or ways of doing things make it tough to change and keep up.

4. **Lots of Competition:** Everyone's fighting for attention, making it hard for the company to stand out.

5. **Can't Get Good Data:** Without the right info about customers, it's tough to make things they'll like.

6. **Rules Get in the Way:** Sometimes laws or rules stop companies from doing what they need to do to make customers happy.

7. **Different Values:** What's important to the company might not be important to customers, making it hard to connect.

8. **Too Focused on Short-Term Goals:** Trying to make quick money might get in the way of making customers happy for the long term.

9. **Not Enough New Ideas:** If the company doesn't come up with cool new stuff, people will get bored and leave.

10. **Everyone's Doing Their Own Thing:** If different parts of the company aren't working together, it's hard to make big changes happen.