

UKS31624

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CUSTOMER EXPERIENCE STRATEGY

(COMPANY: APPLE

PRODUCT: MacBook

COUNTRY: UK)

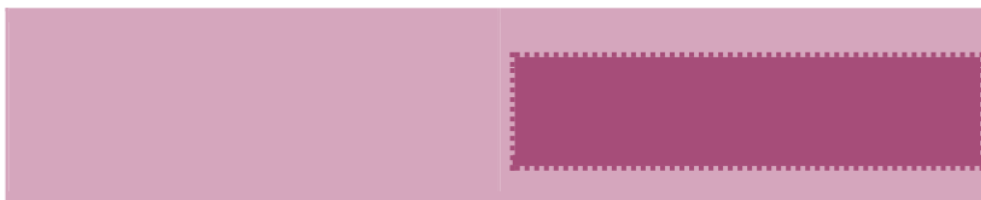
1.

Customer experience is a composition of a lot many things but it can be comprehensively expressed as the perception of customers towards a brand or a product. the perception is developed after some kind of interaction between the customer with the product. the interaction can be both in terms of visual experience that is the way the customer feels about the product after seeing it. Interaction also includes the physical experience that enables the customer to gain perspective after touching the product or using the product. Every interaction of the customer with the product is an opportunity for the company to build a strong bond with the customer. A good customer experience enables the product or the service to build a relationship with the customer based on the understanding of the needs, values as well as preferences of the customers.

In terms of the Apple MacBook, CX is essential for building an exceptional and long-term relationship of the product with the target audience. The Macbook is a high street and premium product that is capable of providing a superior experience to its customers in terms of the features of the product, the durability of the product as well as the service that the customer receives from using the product. Hence, the CX of MacBook enables It to differentiate itself in the market in front of its competitors. the company constantly works towards increasing the CX of customise which helps the company gain the loyalty of its customers. the MacBook is a huge competition to the premium tablets and laptops in the market. the position and importance of the product have been built over time by the company by delivering constant CX that is capable of capturing the attention and is able to deliver ease of usage, customer service as well as reliability to the target audience.

2.

Customer persona enables companies to understand the Target audience based on data collected by research. These data include demographic information, personal motivation as well as other psychographic information about customers. it also enables the company to design its products based on the pain points and preferences of customers. the role of Customer Persona in CX is to identify the target customers of the product and understand their needs in order to develop strategies to increase customer engagement.



Demographics and story

Name: Sam Richard

Age: 24

Occupation: Theoretical Researcher

Educational background: Bachelor's degree in Astrophysics

Location: London, UK.

Story:

Sam Richard is a researcher who works for a research organisation in London. He has been using Apple products for many years now due to the durability and user-friendly interface of the products.

Profile

He has a curious mind and is a perfectionist. He also likes using technology a lot.

Motivations for using the product

Sam is motivated to use the Macbook of Apple due to its durability and easy-to-use mechanism.

1

Goals for using the product

The main goal of using MacBook is to utilise its computational power as well as compatibility with various scientific software.

Pain points the product solves

Solve performance-related issues and enables the user to carry the MacBook everywhere.

3.

Mapping out the journey of the customers enables the team in charge of the CX to identify the pain points and opportunities to incorporate innovation in the CX. it also helps them identify factors which motivate the customers to purchase the MacBook. Therefore, without properly understanding the customer journey it is difficult for Apple to deliver the desired products as well as build a strong bond with the customers at the right time. The importance of the customer journey in terms of the CX strategy is to provide inside into the needs and pain points of customers during the early stage. It enables the brand to problems as well as understand the touch points to optimise the business activities of the company.

<i>Stages of the journey</i>	Sam researches a laptop that is both durable and compatible with scientific software.
<i>Activities</i>	He purchased the MacBook and installed the software. Sam uses the MacBook for research purposes on an everyday basis and updates the software for high performance.
<i>Feelings and needs</i>	He feels confident and satisfied with the products. He needs to update the MacBook for maintenance purposes.
<i>Potential opportunities for improvement</i>	Apple can incorporate AI to automate the update processes for optimal performance.

4.

This particular strategy of Omnichannel Marketing offers marketing experience on multiple platforms. It creates an integrated customer experience across a number of platforms and touchpoints including both online and offline sources. Omnichannel Marketing enables customers to have a consistent experience and the strategy has the ability to unify the brand experience to all customers across multiple channels. In this form of marketing, the organisation is present across multiple channels which include social media, email, apps and websites. On the other hand, the organisation is also present in brick-and-mortar retail stores as well as it organises events to attract customers. Being present on such a huge number of platforms enables the company to interact with its customers which is an important component of marketing. It allows customers to engage with the brand regardless of their choice of channel to interact.

Customization and interaction enable the business organisation to put together a message and define the services offered by the company to the customers during the marketing procedure. The companies use customisation in order to tailor their message based on the information collected during interaction with the customers on the different channels. The interactions

include the searching and purchasing behaviour of the customer on the channels. Companies collect these relevant data across the different touch points and use the information in order to provide personalised experiences to the customers. These experiences are designed in such a manner that they are capable of resonating with the value and needs of each of the customers. This helps in developing a strong relationship with the customers as well as helps the company gain loyal customers.

The different marketing channels used by Apple are as follows.

Online: With the increasing influence of online websites, Apple has developed a strong online presence over the years. this contributes to the smooth facilitation of sales and marketing activities of the company for its vast portfolio of products. Hence, the company has also put the MacBook on its official website which is capable of gathering new traffic.

Retail stores: Apple has established 39 retail stores across the United Kingdom. these stores provide an opportunity for the customers to see and physically touch the MacBook. Therefore, the customers can make purchase decisions based on their own experience.

Social media marketing: Apple leverages various social media platforms like Instagram, Twitter and others in order to market the MacBooks. This enables the company to reach out to a wider section of customers using social media platforms.

Print: In order to advertise and market the MacBook, Apple gives advertisements in magazines and newspapers. this allows the company to reach out to those sections of individuals who prefer to gather news and information through printed media.

5.

Net Promoter Score (NPS): This metric is basically a measurement tool of the loyalty of the customers to a particular company as well as the satisfaction provided to them by the company. According to this metric, customers of a company are asked to rate themselves on a scale of 1 to 10 about their likeliness to recommend a product to someone they know.

Customer Effort Score (CES): This is another measurement tool for establishing and understanding the performance of a brand in terms of customer experience. Here a survey is organised in order to identify the areas of improvement for a company. this helps in improving the loyalty of customers as well as adds to customer retention.

Customer Satisfaction (CSAT): It is a key performance indicator Which is used by organisations to track customer satisfaction. The formula for CSAT is shown in the picture below.

$$\frac{(\text{Number of satisfied customers (4 and 5)} / \text{Number of survey responses}) \times 100}{= \% \text{ of satisfied customers}}$$

Figure: Formula for CSAT

(Source: Qualtrics, 2023)

This particular metric targets gaining Information about the satisfaction of customers based on a few questions which are designed by the company.

First Response Time (FRT): It is referred to as the time taken by the customer support agents of an organisation to respond to the queries and issues faced by a customer. After interacting with a product, customers raise issues or ask questions to the customer support centre which is addressed by the staff in the customer support team of an organisation.

The NPS can be used by Apple in order to measure the loyalty of customers in terms of providing purchase recommendations about the MacBook. Scoring high in this metric will indicate that the customers are extremely loyal to the product offered by the company as well as are ready to advocate for the product. It is one of the most important CX performance metrics that can be used by Apple MacBook since it is capable of measuring customer satisfaction and loyalty which is an indicator of revenue growth of the organisation.

Apple can also use the CES as a measurement tool for the product. It will enable the company to have a clear idea of the experiences of the customers with the Apple MacBook. Since this metric is especially focused on the identification of areas that require improvement as well as emphasizes reducing the efforts of the customers across the various touchpoints. Hence, it will allow the organisation to address the issues faced by the customers and help Apple find suitable ways of resolving them.

6.

The different CSF are as follows.

Customer-focused culture is an important aspect of CX's critical success factors (CSFs). this particular CSF can be implemented within an organisation by training the employees to prioritise the requirements and preferences of the customers as well as empowering them to make decisions based on the needs of the customer

Consistent CX is another important CSF which is important for gaining customer loyalty. in order to implement this CSF within an organisation, the company needs to have a clear understanding of the preferences of the customers as well as develop strategies to fulfil their needs.

Seamless customer journey: Providing a positive and seamless journey to the customer can be a complex process. Therefore, in order to provide this CSF, the organisation should understand and identify the challenges that the customers may face. The organisation can use this information to provide solutions in order to resolve the challenges.

Innovation: In order to foster an attitude of innovation within an organisation and implement it, the company needs to constantly update its products and services to meet the changing demands of customers in the market.

Personalisation: It is one of the most important factors of CX. Therefore, implementing this CSF in a company will require the organisation to gather customer information and analyse it using AI. The company can use the analysed data to provide personalised experiences to its customers.

CX processes at Apple are much different than that of Marks and Spencers. This is due to the fact that both companies operate in two different industries which have totally different bases of customers who engage in unique customer behaviours.

The CX processes involved in Apple include

Product design: Apple pays a lot of attention to designing its products. Hence, the company is capable of delivering visually appealing products that are user-friendly as well.

Innovation: Apple fosters an innovative culture within the organisation which allows the company to constantly improve its products and incorporate unique experiences for the customers.

Personalisation: The company makes use of artificial intelligence to gather insights on customer behaviour and utilises it to provide a personalised experience to its target audience.

Customer service: The company hires skilled workers who are capable of providing excellent service to the customers of Apple Inc.

On the other hand, M&S operates in the clothing and food industry. The company emphasizes maintaining its reputation in terms of the quality and value of its products. Hence, the CX processes of M&S include

Product quality: M&S puts a lot of emphasis on providing high-quality products at affordable prices to its customers. The company engages with multiple suppliers who are capable of delivery in the desired products of the company which enables it to meet the expectations of customers in the market in terms of the quality of the product.

Sustainability: With the increasing eco-consumerism, M&S has abandoned the use of plastic packaging for its products. In this way, M&S is incorporating sustainability in its CX process.

7.

From the above discussion, it can be concluded that CX is an important aspect of business activities. Without proper CX, the company will not be able to attract the desired amount of customer traffic into the organisation. Constantly gathering traffic on retail stores or digital platforms enables the organisation to find out the different methodologies to deliver the desired outcome to the customers based on the analysis of their behaviour. Therefore, CX is one of the defining factors of the success of an organisation. that is, possessing expertise in providing unique and enjoyable CX enables an organisation to gain loyal customers and also contributes to customer retention for the organisation. in this report, The importance of CX has been discussed in detail. Creation of Customer persona, the journey of customers, Omnichannel Marketing as well as other aspects of CX have also been discussed.

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