UKS32082

by Fwd: Uks32082

Submission date: 02-May-2023 09:31AM (UTC-0400)
Submission ID: 2082024302
File name: UKS32082_FINAL.docx (268.48K)
Word count: 3366
Character count: 18868

BPP UNIVERSITY SCHOOL OF BUSINESS AND TECHNOLOGY

Programme	**MSc Management**
Module name	**Customer Experience Strategy**
Schedule Term	
Student Reference Number (SRN)	
Report/Assignment Title	**CUSTOMER EXPERIENCE STRATEGY FOR COCA-COLA'S SPRITE**
Date of Submission	

Declaration of Original Work:

I hereby declare that I have read and understood BPP's regulations on plagiarism and that this is my original work, researched, undertaken, completed and submitted in accordance with the requirements of BPP School of Business and Technology.

The word count, excluding contents table, bibliography and appendices, is

___ words. Student Reference Number: Date:

By submitting this coursework, you agree to all rules and regulations of BPP regarding assessments and awards for programmes. **Please note, submission is your declaration you are fit to sit.**

BPP University reserves the right to use all submitted work for educational purposes and may request that work be published for a wider audience.

BPP School of Business and Technology

BPP UNIVERSITY SCHOOL OF BUSINESS AND TECHNOLOGY

CUSTOMER EXPERIENCE STRATEGY FOR COCA-COLA'S SPRITE

BPP UNIVERSITY SCHOOL OF BUSINESS AND TECHNOLOGY

Table of Contents

Importance of CX 4

Consumer persona creation 4

Customer journey 6

Omni channel marketing 7

CX performance metrics 8

- Four various CX metrics 8
- Recommended CX performance metrics for Sprite by Coca Cola 10

CX processes 11

Conclusion 12

References 13

Importance of CX

Customer Experience (CX), is the impression a customer has over a brand throughout their journey as a buyer of the brand's product. It focuses on every interaction between a customer and the brand for example a query, knowledge about the product and solving an issue regarding the product (Hoyer et al. 2020). The importance of customer experience has increased extensively over the years for both brands and the customers. CX of a brand helps the businesses to determine how their product is being expressed by the customers in the market. It also helps the brand to understand if there is an issue with their product and take feedback from the customers on how to improve it.

Coca-Cola has been working on its customer experience for its product Sprite, which is a lime and lemon-flavoured soft drink. The case study of the company shows that Coca-Cola has worked extensively to mark the presence of its product Sprite globally which in turn maximised its business in different countries (Guo and Wen, 2021). CX can also help the brand in developing its products in such a way that the customers like on the basis of the feedback provided by the customers.

Designing a product as per customer convenience increased its sale and hence added to the company's profit margin. Coca-Cola focused on the packaging of the bottle which was greatly appreciated by the customers across countries. Brands that keep on working on improving customer experience have seen better growth in business than those that do not pay much heed to customer experience and customer feedback (Bleier, Harmeling and Palmatier, 2019). Coca-Cola started focusing on improving its customer experience for its product Sprite when the sales of Sprite dropped as compared to its competitor's brand. In addition to that new emerging soft drink brands were also being appreciated by the customers who are looking for a change. Coca-Cola improved Sprite in accordance with the feedback received from the customer which improved the sales of the brand.

Consumer persona creation

Customer Persona is defined as the fictional representation of a customer which helps Coca-Cola to determine its target customer. Customer Persona Creation helps the company to identify what a customer is looking for in their soft drinks and how they can improve their product to meet the customer expectations (Lee and Park, 2021). It helps the company to set their marketing strategy and promotional events in accordance with its target audience.

Name of the Customer: Robert Henry	
Demographic • 27 and male • Hiring Service • 30000 pounds per annum • Apartment in a semi-urban area • MBA in HR	**Profile** • Fast in decision making • Goal Oriented • Optimistic • Experienced in Recruiting • Unmarried
Motivation The customer is motivated by Sprite as it provides refreshments to him when he is stressed.	**Goals** The goal of the customer is to quench his thirst through the consumption of Sprite which helps him to relax and focus on his professional goals.
Pain Points • Lack of taste and more sugar content • Failed to provide energetic refreshment • The packaging was not handy • Non availibility of product when required	

Table 1: Customer persona of Coca-Cola Sprite

(Source: Self-made)

From the above table, it can be seen that Robert Henry, a resident of London, UK and an HR by profession is a regular consumer of Sprite. He switched to Sprite from his previous soft drinks as it is more refreshing in nature due to it being flavoured by lime and lemon. In addition to that, the packaging of Sprite makes it handy for him to carry it along when he is

working from the office. Coca-Cola targets such an audience who can use Sprite as a mode of refreshment in their daily hectic life (Singaram, Ramasubramani and Arora, 2019). The company makes sure that the consumers find the packaging of the drink handy which will help them to carry the soft drink hassle-free. Sprite also addresses itself as a carbonated drink which provides instant energy to the youth. Sprite also attracts its target audience by promoting recycling modules in its packaging which helps to encourage a greener environment.

Customer journey

Customer journey is the concept that indicates the experience of a customer throughout their engagement with the brand and refers to the interaction that a customer has with the brand from knowing about the product to purchasing the product and more. According to Herhausen *et al*. (2019), It is not just about the experience of the customer with the brand, but also a strategy by the company to promote their brand or product as well. The customer journey can be depicted in the below format.

Stages of journey	**Activities**	**Feelings and needs**	**Potential improvement opportunities**
Awareness	1. Advertisement related to sprite 2. Searching on the internet by browsing soft beverages. 3. Word of mouth.	Creates needs about Sprite amongst potential customers.	Increasing word of mouth promotion
Consideration	Making purchase decisions based on ads or suggestions on refreshments	Consideration of the product such as health benefits, price point many more.	Increasing the taste or refreshment level of the sprite.

Decision	Going through all the necessary informatio n about Sprite.	Considering the benefits of Sprite helps in making the purchase decision.	Selling the product to its consumers at a more pocket friendly price.
Post-experience	Promoting Sprite amongst friends to suggest soft beverages.	Good experience enhances the need for the product even in the future.	More efforts on the improvement of Sprite based on customer feedback.

Table 2: Customer Journey Mapping for Coca Cola Sprite

(Source: Self-developed)

Omni channel marketing

Omni channel marketing is mainly defined as the marketing in e-commerce in which the company marks its presence across all the channels such as websites, social media platforms, emails, apps, e-commerce sites, offline retail stores as well as other marketing channels. The usage of Omnichannel marketing will bring more visibility and consumer traffic to the brand which will boost their sales as through Omni channel marketing more consumer availability can be attained by the retailers (Cui et al. 2021). Thus with an Omni channel Marketing Strategy, it is easier for Coca-Cola to target its audience for its product Sprite. The company mainly targets the youth as its audience for Sprite and reaching them is easy as nowadays the youths spend a huge amount of time over the internet so reaching them through any social media platform or any other online channel is very beneficial for Coca-Cola. The Omni channel marketing approach involves interaction with its customer base through online web pages with the help of chatbots, app chats, live chat sections, social media emails and many more. Customizing in Omni channel marketing mainly means creating a smooth and hassle-free experience for the customers even when the customer is not making any purchase and visiting the website only for a query. Customer's behavior can also be tracked by the marketing team of Coca-Cola using customization of Omni channel marketing. Coca-Cola also uses Omni channel marketing for promoting its product Sprite through various mediums like Webpages, Social Media Marketing, E-magazines as well as magazines, Television, E-

mails, Promotional Events, SMS Alerts, Flyers and Posters and sponsorships. Coca-Cola also uses youth icons to reach its target audience more effectively.

Omni channel marketing has been very effective for Coca-Cola in promoting its product Sprite. Coca-Cola, through its multicategory Omni channel platform, connects to every point of contact with its customer or target audience in real-time. Omni channel marketing reassures that Coca-Cola is always connected to its large base of trade clients which further helps the company to strengthen its successful pre-sale model (Coca-Cola Femsa, 2021). The company also has many digital touch points through which they can directly reach the consumers through online platforms and hence promote the brand visibility of Sprite through it. Omni channel marketing is helping Coca-Cola as well as Sprite by creating an exclusive app or platform through which they can provide the customers with many customer-focused options and features which will serve them better. Coca-Cola is also planning to enable pre-seller options for its product Sprite in its digital platform. The company aims to provide a one-stop solution to its large base of customers by providing online purchases of its product Sprite. In addition to that, it also provides order tracking, online payments, and customer loyalty programmes on the platform. The company is also working towards attaining pre-seller visits through the online platform.

CX performance metrics

Four various CX metrics

CX performance metrics let the companies measure the health of interaction with their customers. In regards, Bennett and Molisani (2020) have commented that this concept indicates how long the customers will be loyal to the company and how fast the company can lose their customers.

Figure 1: CX performance metrics to be followed

(Source: Walacoafrica, 2019)

The above image indicated that there are several CX performance metrics available. Using four of the most important metrics the customer satisfaction level can be measured.

Customer satisfaction score:

Customer satisfaction score is the process of measuring the satisfaction level of consumers to help organisations understand their needs. It helps to get positive and negative reviews from the customers to take necessary actions for the betterment of the company.

Net promoter score:

This process is to understand the customer's engagement with the brand and ask the customer about recommending the brand to their friends. The response from the customers indicates their satisfaction level with the brand or products of the company.

Customer effort score:

CES refers to the ease of using the service by the consumers. The use of CES helps marketers understand how much effort the customers are putting to use the features and how satisfied they are.

Customer health score:

CHS helps the organisations to understand how long a customer can be loyal to the company. Based on the results, marketers can predict upcoming dangers and take action to mitigate the threats before they appear.

Recommended CX performance metrics for Sprite by Coca Cola

There are several CX performance metrics to apply for the betterment of the business. Hence it can be said that The Coca-Cola company can use these two metrics to increase their customer base for Sprite and look more effectively into the matter of customer satisfaction.

Customer satisfaction score

According to Gerdt (2019), the Customer satisfaction score helps marketers understand the need to service the consumers very well. Using CSS by arranging a survey program to get reviews about Sprite from the customers can help Coca Cola to understand the satisfaction level of the customers. The score can be calculated by dividing the number of happy customers by the total number of responses. A great score will indicate that the consumers are happy with the product and can grow with the brand in future. Meanwhile, a poor score will indicate that the customers are not happy with Sprite and Coca-Cola needs to work on its betterment.

Net promoter score:

The use of NPS helps companies understand their customer engagement. As mentioned by Baehre (2022), understanding customer engagement is important to take further necessary actions for the business. Running a recommendation program to ask their customers to recommend their friends to try Sprite can increase the business value for Coca-Cola. Also, it can be measured how satisfied the customers are with Sprite, as the satisfied customers will mostly agree to recommend, whereas the most dissatisfied customers will straightly disagree to recommend. It will help them to make further decisions about Sprite in future.

CX processes

The customer experience process of Coca Cola follows a wide range of critical success factors (CSF) for a successful business roadmap. The CSF includes ***culture, creating brands, awareness, competitive price, and distribution at the global level.*** According to Kimpel and Jabro (2020), maintaining a working culture inside the workspace creates a strong impact on every individual inside the office. Coca Cola promotes diversity in its global offices through the diversity leadership council which focuses on employee inclusion networks to create an inclusive workplace ***culture*** to listen to their employees for the growth of the business (The Coca Cola Company, 2023). On the other hand H&M, a fashion based company also focuses on an inclusive workplace culture and lets their employees express their visions about the business. They also believe in constant improvements of their product and services. They are also cost-conscious as they claim to be the maker of cost efficient sustainable products (H&M careers, 2023). The cultures of both of the companies help them to increase their customer experience. Coca Cola focuses on ***brand creation*** in terms of the growth of the business. They have 200+ brands worldwide including soft drinks, tea and coffee, sparkling water and so on. Some of the most popular brands acquired by Coca Cola are Sprite, Fanta, Thumbs Up many more. Not only in soft drinks but also in other categories, Coca Cola has their brands. Costa coffee, Georgia, Dogadan, and Gold Peak tea are very popular brands in the tea and coffee category. On the other hand, Ades, fair life, Minute Maid many more. are famous juices and dairy planted brands acquired by Coca Cola (The Coca Cola company, 2023). On the other hand, the H&M company has eight clearly defined brands, Such as H&M, COS, ARKET, WEEKDAY, & other stories, H&M Home, CHEAP MONDAY and MONKI. All the brands come under several categories. (H&M Group, 2023). Both of the companies followed brand creation policies in their respective sectors that can help them more customer engagement. In terms of ***Awareness***, The Coca Cola company follows their 'One brand' global marketing strategy that uses one visual identity system featuring Coca Cola red as a unifying colour. It also includes their "taste the feeling" signature word. The strategy includes four different variants of Coca Cola such as Coca Cola original taste, Coca Cola Zero, Coca Cola Light and Coca Cola Life. (The Coca Cola Company, 2023). At the same time, H&M focuses on transparency. H&M discloses their supply chain, products, and business policy to their customers so that anybody can find them on the internet and be aware of the brand and products, which will help them more effectively in making purchase decisions (H&M Group,

2023). In the matter of ***competitive price,*** Coca Cola sets the price of their products as their competitors to make Coca Cola worth consuming to everyone (The Coca Cola Company, 2023). Meanwhile, H&M focuses on setting their price lower than their competitor brands to create more engagement with consumers (H&M Group, 2023). In terms of ***distribution at the global level,*** Coca Cola has distribution to more than 200 countries and territories. Coca Cola distributes its beverages in all these countries having a big number of supply chains working globally (The Coca Cola Company, 2023). On the other hand in terms of global distribution H&M also has a large number of distribution channels where they have 4000+ stores and a respectable number of supply chains globally (H&M Group, 2023).

Conclusion

Customer journey is a very important practice to enhance brand awareness and customer engagement. From attracting people towards the product to converting them into customers, the customer journey is one of the most important practices for business growth. The critical success factors help a company to grow effectively. Hence it can be said, The Coca Cola Company uses all its CSF to create more customer engagement and increases its business values. From promoting the culture inside the workplace to distributing their brand and business globally, critical success factors of Coca Cola help the company run a smooth and effective business globally. Using its competitive price strategy, Coca Cola ensures its product is worth consuming for every customer. Hence, it can be stated that using these CSF can help Coca Cola make more customer engagement and create more business value in the future.

References

Baehre, S., O'Dwyer, M., O'Malley, L. and Lee, N., (2022). The use of Net Promoter Score (NPS) to predict sales growth: insights from an empirical investigation. *Journal of the Academy of Marketing Science*, pp.1-18.

Bennett, M. and Molisani, A., (2020). Defining customer experience and measuring its impact on the financial performance of US publicly traded companies. *European Journal of Marketing*, *55*, p.03.

Bleier, A., Harmeling, C.M. and Palmatier, R.W., (2019). Creating effective online customer experiences. *Journal of marketing*, *83*(2), pp.98-119.

Coca-Cola Femsa, (2021), *Build out an open omnichannel platform*, Available at https://coca-colafemsa.com/KOF2021/omnichannel.html#:~:text=Through%20our%20multicategory%20omnichannel%20platform,direct%20messaging%2C%20web%20portals%2C%20mobile

Cui, T.H., Ghose, A., Halaburda, H., Iyengar, R., Pauwels, K., Sriram, S., Tucker, C. and Venkataraman, S., (2021). Informational challenges in omnichannel marketing: Remedies and future research. *Journal of Marketing*, *85*(1), pp.103-120.

Gerdt, S.O., Wagner, E. and Schewe, G., (2019). The relationship between sustainability and customer satisfaction in hospitality: An explorative investigation using eWOM as a data source. *Tourism Management*, *74*, pp.155-172.

Gonzalez Viejo, C., Torrico, D.D., Dunshea, F.R. and Fuentes, S., (2019). Bubbles, foam formation, stability and consumer perception of carbonated drinks: A review of current, new and emerging technologies for rapid assessment and control. *Foods*, *8*(12), p.596.

Guo, X. and Wen, M., (2021), December. Research on Competitive Strategy of Coca-Cola Company. In *2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)* (pp. 2879-2885). Atlantis Press

H&M careers (2023), *Discover what difference you can make & how far you can go*. Available at: https://career.hm.com/culture-and-benefits/ [Accessed on: 31 April 2023].

H&M Group (2023), *Brands*. Available at: https://hmgroup.com/brands/[Accessed on: 31 April 2023].

H&M Group (2023), *TRANSPARENCY*. Available at: https://hmgroup.com/sustainability/leading-the-change/transparency/ [accessed on: 31 April 2023].

H&M Group (2023), *Vision and strategy*. Available at: https://hmgroup.com/sustainability/leading-the-change/vision-and-strategy/ [Accessed on: 31 April 2023].

Herhausen, D., Kleinlercher, K., Verhoef, P.C., Emrich, O. and Rudolph, T., (2019). Loyalty formation for different customer journey segments. *Journal of Retailing*, *95*(3), pp.9-29.

Hoyer, W.D., Kroschke, M., Schmitt, B., Kraume, K. and Shankar, V., (2020). Transforming the customer experience through new technologies. *Journal of interactive marketing*, *51*(1), pp.57-71.

Kimpel, J. and Jabro, A.D., (2020). Measuring the Impact of Culture on Critical Success Factors for Global Information System Implementations. *Journal of Behavioral and Applied Management*, *20*(1), pp.36-50.

Lee, S.Y. and Park, D.H., (2021). UX Methodology Study by Data Analysis Focusing on deriving persona through customer segment classification. *Journal of intelligence and information systems*, *27*(1), pp.151-176.

Markoulidakis, I., Kopsiaftis, G., Rallis, I. and Georgoulas, I., (2021), June. Multi-Class Confusion Matrix Reduction method and its application on Net Promoter Score classification problem. In *The 14th pervasive technologies related to assistive environments conference* (pp. 412-419).

Singaram, R., Ramasubramani, A., Mehta, A. and Arora, P., (2019). Coca Cola: A study on the marketing strategies for millenniums focusing on India. *International Journal of Advanced Research and Development*, *4*(1), pp.62-68.

The Coca Cola company (2023), *Coca-Cola Reveals New "One-Brand" Packaging*. Available at: https://www.coca-colacompany.com/press-releases/coke-reveals-one-brand-packaging [Accessed on: 31 April 2023]

The Coca Cola company (2023), *COCA-COLA SYSTEM*. Available at: https://investors.coca-colacompany.com/about/coca-cola-system [Accessed on: 31 April 2023]

The Coca Cola company (2023), *Global Purchase Order Terms and Conditions*. Available at: https://www.coca-colacompany.com/policies-and-practices/global-purchase-order-terms-and-conditions [Accessed on: 31 April 2023].

The Coca Cola Company (2023). *BRANDS*. Available at: https://www.coca-colacompany.com/brands[Accessed on: 31 April 2023].

The Coca Cola Company (2023). *OUR CULTURE*. Available at: https://www.coca-colacompany.com/careers/our-culture [Accessed on: 31 April 2023].

UKS32082

ORIGINALITY REPORT

10%	9%	0%	9%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to BPP College of Professional Studies Limited Student Paper	7%
2	Submitted to iGroup Student Paper	1%
3	www.independent.com.mt Internet Source	1%
4	Submitted to Universidad de Chile Student Paper	1%
5	www.ncbi.nlm.nih.gov Internet Source	<1%
6	www.deadlineessay.com Internet Source	<1%
7	abrn.asia Internet Source	<1%
8	link.springer.com Internet Source	<1%
9	www.sweetstudy.com Internet Source	<1%

Exclude quotes	Off	Exclude matches	Off
Exclude bibliography	On		