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| Programme | MSc Management |
| Module name | Customer Experience Strategy |
| Schedule Term |  |
| Student Reference Number (SRN) |  |
| Report/Assignment Title | CUSTOMER EXPERIENCE STRATEGY: DYSON |
| Date of Submission  *(Please attach the confirmation of any extension received)* |  |
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# 1. The importance of customer experience

The customer experience (CX) refers to the sum of interactions shared by each consumer with the respective business. A business gets to evaluate the customer purchase decisions in a better way once they are focusing on the CX. All of the business departments such as marketing and sales, technology, finance, operations and accounting influence the CX. As per the study by Holmlund *et al.* (2020), competitive advantage, shareholder value generation, cost reduction, an increased degree of customer satisfaction, and business efficiency are brought with effective management of the CX. Dyson is engaged in the sales of vacuum cleaners via its online website, retail stores, and mobile application. There are several key features such as the cordless nature of the vacuum cleaner, Motorbar cleaner head, crevice tool, and soft roller cleaner head, along with 2 years warranty that make the Dyson vacuum cleaners appealing to consumers. Hence, the products are covered by intellectual property (IP) certification, thereby allowing the business to scale the productions and dominate the market in the UK to a large degree. Managing the CX becomes easier for a business if the product and service quality is maintained adequately. As per the views of Keiningham *et al.* (2020), prioritisation of the CX initiatives, generation of a higher return on investment (ROI), and linking the values within the CX with that of the financial and operational values helps promote better management of CX. Dyson is one of those electronics brands in the UK that relies on the concept of addressing consumer feedback to ensure a high degree of customer retention and build a loyal customer base. Some of the most popular vacuum cleaner models are Dyson V15 Detect + and Dyson V8 Absolute in the UK market for Dyson (Dyson, 2023). Hence, Dyson is managing the CX and valuing the customer feedback to register better sales in the UK market.

# 2. Consumer persona creation

Conveying the message to the selective target audience becomes easier and more efficient with the help of the consumer persona. A business gets a better scope to analyse the market trends and execute target advertising with the help of consumer persona. As per the study byLehnert *et al.* (2021), a realistic and reliable representation of the key segment demands in the market is identified with the assistance of the consumer persona. The pain points are easily visible with the visual illustration of the consumer persona, which helps shape the products for the consumers with a high degree of success. The demographic market segmentation is followed by the targeted by Dyson for the vacuum cleaner includes people aged 65 years and above. Hence, a consumer persona is structured to indicate the motivating factors for purchasing Dyson vacuum cleaners. The flexibility and easy operations offered by the vacuum cleaner seem to help old people keep their homes and workplaces hygiene driven and clean.

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| Computer Icons Man Old age Share icon, OLD MAN, people, emoticon png |  PNGEgg | |
| **Demographics** | Age: 68 years  Income: High-income group  Gender: Male  Occupation- Small business owner |
| **Profile** | Cleaning the workspace in a fast-paced and easy way ensures that too much energy is not spent on the process of maintaining the workplace clean. |
| **The motivation for Vacuum cleaner purchase** | Performance-oriented, easy operations and time-saving aspects of the vacuum cleaner instil purchase intentions. |
| **Goals for using Vacuum cleaner** | The modular nature of the vacuum cleaner promotes its application to clean effortlessly. |
| **Pain points solved by Vacuum cleaner** | The Motorbar cleaner head offered by Dyson is superior to that of the market competitors. Hence, hassle-free cleaning is delivered to avoid messy workplaces. |

**Table 1: Consumer Persona**

# 3. Mapping the customer journey

Customer onboarding in a business needs to be optimised to register better success. As per the study by Arco *et al.* (2019), customer journey mapping allows visualising of the buying process of the consumers. A brand such as Dyson gets the opportunity to modify products based on customer journey mapping. In relation, the consumer persona is focused to develop the customer journey as differences remain there for various consumer personae. According to the views of Shi *et al.* (2020), unmet customer demands are better recognised with customer journey mapping. Dyson utilises the virtual demo to educate the customer about new products via mobile applications and website content. Hence, a customer-centric culture is present in the business.

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| **Stages of journey** | **Activities** | **Feelings and needs** | **Potential opportunities for improvement** |
| **Awareness** | Integration of digital platforms | Customer satisfaction increase | Target audience expansion |
| **Consideration** | Use of email marketing | Accessing valuable feedback | Product quality optimisation |
| **Purchase** | Optimisation of the mobile application | Customer experience optimisation | Customer experience management with new metrics |
| **Retention** | Reliance on bundled offers | Customer retention enhancement | Increased customer equity |
| **Advocacy** | Use of YouTube shorts for content-based marketing and promotional ads via Facebook | Customer interaction increase | Higher customer engagement rates |

**Table 2: Customer Journey Mapping**

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