

The essential work that Clipper Corporation does is to expand the customer base. Basically, Clipper Co. wants to expand their customer base in order to increase their sales or stop falling sales, by keeping loyal clients and finding new customers.

The triggering event for the process is decline in sales and customers. We identified the steps in workflow and the result would be sales increased. Besides, we found some issues making our process inefficient, followed by some recommendations.

Steps in Workflow:

1. Recognize Falling Sales: sales department notices that there is a stagnant sales and increase in competitors
2. Discuss Issues: The boss call in for an urgent meeting with sales representatives, analysts to discuss fall in sales and the problem areas.
3. Contact Loyal Clients: Negotiate with the local current clients, regarding the market needs and changes. Conduct a survey and wait for their feedbacks.
4. Acquire potential customers: Sales representatives find more new clients to cooperate with.

Issues:

The surveys are conducted only to see if customers will be retained or not. No meaningful insights are derived from the survey apart from this. Also, the surveys are not conducted in an organized fashion thus and do not contribute to the development of the product.

Recommendations:

We can professionally manage the data, conduct the surveys and analyze the survey data to give meaningful insights to be forwarded to the development of the product.

There should be a regular and periodic updation of surveys and an analysis report must be presented to the Research and Development dept for better and meaningful implementation of changes in coherence with what customers need.

Implement strategy: The company sets up and implements new strategies according to dynamics with loyal and new customers.

Learning outcomes of the Case 1:

1. We learned that reengineering the way survey studies were handled or conducted had allowed us deliver to the specific needs of the customers and add value.
2. We also learned that analyzing the survey feedbacks allows us to make specific and directional strategies to retain old customers. It allows different kinds of customers to be served in different ways.
3. The case study has also taught us that it is best to focus on the tangible benefits quickly. Where, in our case it was retaining the old customers by adding value to their experience.