**Case Study – Best Buy**

Best Buy is a chain of retail stores. They proudly call themselves a customer centric organization. While best buy stores are quite popular among both males as well as females, the working moms represent 55% of the total sales volumes. The sales in the working moms segment are declining by 7% on month on month basis inspite of having a complete range of baby products. The sales people are fully focused on educating their customers on the technical specifications of their products.

Their customer teams are regularly watching the video surveillance footage to monitor the count of moms who keep on visiting their stores but don’t buy anything. They have the statistics that the count of busy moms visiting the stores and walking out without buying anything is increasing day by day. This is great cause of worry for the customer service teams.

The Customer Service Head has been called by the CEO of the company and told to create and present a detailed plan to address this issue. The CS Head has called an internal meeting of his team to deliberate on this and come up with a solution.

**The Task**

Do you think Best Buy is a customer centric organization?

You need to help the Customer Service Head by first identifying the root cause of the problem and then create a detailed plan to address the issue and bring back the sales on track.