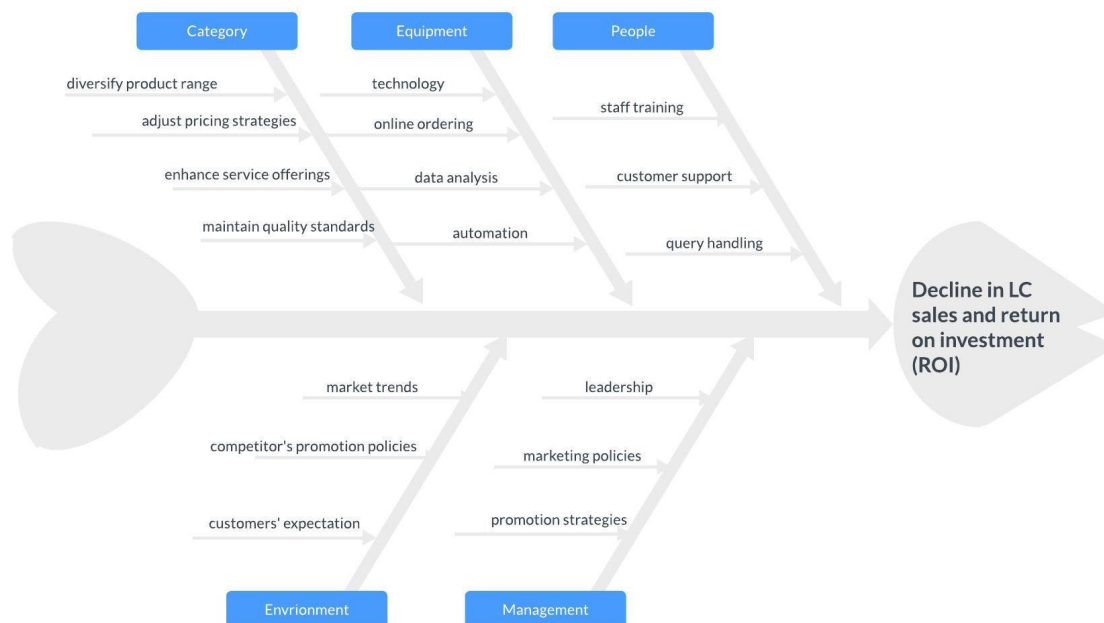


Blank Fishbone Diagram



Report

Background

Leckie's Choice(LC), a famous diversified service provider, with over 20 years of operating history, provides residential and industrial electrical equipment, supplies, and services, including energy management, solar systems, home automation, surveillance systems, and data and communication equipment. Known for its knowledgeable staff and strong customer relationships, LC primarily handles customer orders via phone and email, as their website lacks online ordering capabilities.

Current Issues

As the competitive landscape evolves, LC faces significant challenges. With the owners transitioning into retirement, their children, John and Ruby, now oversee the business. They found out that a decrease in quarterly sales, the severely decline in sales and return on investment threatens the business's financial stability. And they also identified several pressing concerns:

Concerns	Description
Increased Customer Queries	Doubling of customer queries has increased the workload on LC's sales staff
Order and Delivery Delays	Customer complaints about slow order processing and delivery times have led to a loss of business to competitors
Competitive Promotions	Other wholesalers offer more attractive promotions and loyalty rewards, drawing customers away from LC
Marketing and Promotion	Existing marketing strategies do not align with customer expectations, as observed by John
Technological Lag	The absence of online ordering on LC's website is a significant disadvantage
Customer Service Strain	Increased workload and customer dissatisfaction are impacting the

	quality of customer service
--	-----------------------------

Observations and Concerns

John and Ruby are aware that leveraging technology is essential for LC to stay competitive but are uncertain about how to proceed. The newly appointed marketing manager is working to develop better promotion policies and loyalty programs based on customer feedback, but the outcomes are still uncertain.

Recommendations

To address these issues and secure LC's future, the following recommendations are proposed:

People

Enhance Staff Training: Improve training programs to handle increased queries and provide better customer service.

Strengthen Customer Support: Ensure that the customer support team is well-equipped to manage customer issues efficiently.

Query Handling: find a good way to handle customer query efficiently.

Management

Leadership Development: Foster strong leadership to guide the company through its transformation.

Marketing Policies: Develop marketing policies that reflect customer expectations and leverage customer feedback effectively.

Promotion Strategies: Implement comprehensive promotion strategies to align with market trends and competitive pressures.

Equipment

Upgrade Technology: Invest in technology to modernize operations, including implementing online ordering and data analytics.

Data Analysis: Use data analysis to make efficient promotion strategies for customers.

Automation: Automate processes to increase efficiency and reduce the workload on staff.

Environment

Monitor Market Trends: Stay updated with market trends to adapt strategies accordingly.

Understand Customer Expectations: Regularly gather and analyze customer feedback to meet their expectations.

Competitive Analysis: Keep track of competitors' offers and adjust LC's offerings to stay competitive.

Category

Diversify Product Range: Ensure the product range meets customer needs and preferences.

Adjust Pricing Strategies: Develop competitive pricing strategies to attract and retain customers.

Enhance Service Offerings: Expand and improve service offerings to add value for customers.

Maintain Quality Standards: Ensure high-quality standards for products and services to build customer trust and loyalty.

By addressing these areas, LC can modernize its operations, enhance customer satisfaction, and maintain its competitive edge in the market.