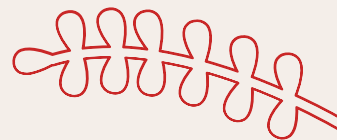


DENZO

Abdul (30), Ryan (28), Ira (33), Natalia (31)



Overview



01

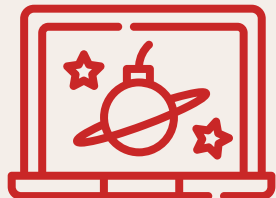
Introduction

02

Analysis

03

**Service
recovery**

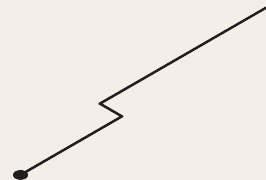


04

Recommendations

05

Conclusion

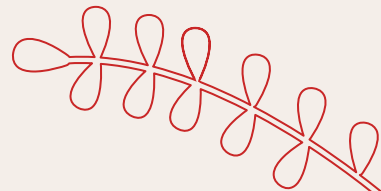




01 Introduction

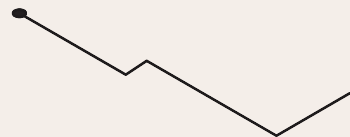
Summary of Case 03

01010101
01010101





0101010



Customer Profile

Professional Software Consultant

Sex: Male

Age: 26

Marital Status: Single

Ethnicity: Chinese

Income: \$4,800

Education: NUS Graduate in Computing Foundations





How does John buy?

- Looks at reviews online before purchasing
- Very practical
 - Expects long-term usage
 - Doesn't indulge in impulse buying
- Very cautious
- Not materialistic
 - However, only purchases first hand items
- Places trust in salespeople.

Purchase Pattern

Store Name	Product	Brand	Model	Price	Date of Purchase
APPLE	Laptop	Apple	Macbook Air	\$1,400	31 December 2017
Challenger	USB Flash Drive	Sandisk	SDDD3-064G-G46 Ultra	\$15	31 December 2017
COURTS	Television	PRISM+	Q55 Quantum Edition	\$799	8 February 2018
Razer	Headphones	Razer	Barracuda Black X	\$132.55	10 February 2018
Challenger	Laptop Charger	Apple	USB-C type	\$50	7 June 2018
DENZO	Laptop	Apple	Macbook Pro 16"	\$3,339+	9 December 2020

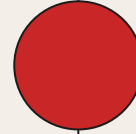
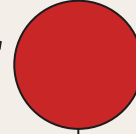
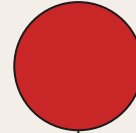
Historical Data

John's friend went to a roadshow and recommended DENZO electronics to John.

John became *interested* in the attractive deal of \$99 for a Premium Package for Microsoft Access.

John decided to check DENZO out as he felt it was "too good to be true"

Found that DENZO was actually having the promotion and decided to purchase a laptop and the package.

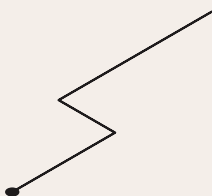


Background of Case



- **Staff member, Wilson, sold the laptop and the premium package key to John. John left the store without checking.**
- **John reached home and found that Wilson sold him a basic package key and a faulty laptop.**
- **John called the help line over 10 times but his call was either terminated or he was being treated rudely by the staff.**

None of his problems were solved!!!!





DENZO

10 Paya Lebar Rd, #04-01, Quarter 409057
ROC No. : 827438918A | GST No. : M2-1537763-B

1.	GC1040	1 X	S\$3300.00	S\$3300.00
APPLE Macbook Pro 16"				
2.	MS1864	1 X	S\$99.00	S\$99.00
Integrated Microsoft 365 App				

SUB TOTAL	S\$3399.00
INCLUSIVE 9% GST	S\$305.91

Total Price Payable inclusive of GST	S\$3399.00
Items Purchased : 2	

TENDER:	
1 CARDS UOB/VISA(****9158)	S\$3399.00
MEMBERSHIP : NONE	

	S\$3399.00
CHANGE DUE	S\$0.00

Receipt No. : R46829K



Date/Time : 09-12-2020, 8.32 PM
Cashier : Wilson Tan
Goods Can Be Exchanged/Refunded 7 Days After Purchase.
Thank You for Shopping at DENZO.

Follow Us on Instagram @DENZO or Email Us at denzo@micro.com

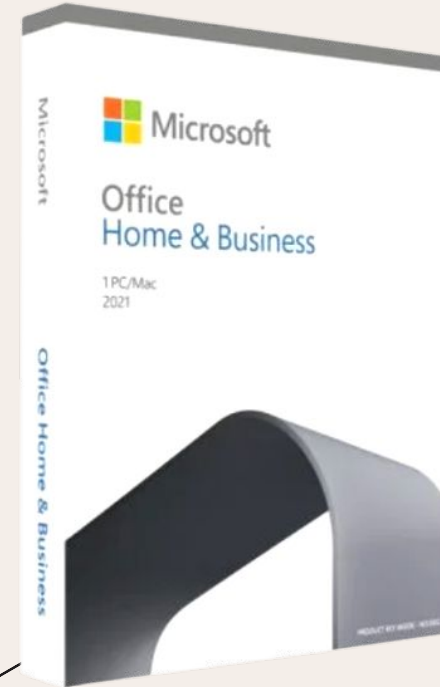
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Document submitted.
(we're sorry!)

Fig 1.1: John's receipt received.

Product Issued By Wilson



Actual Product To Be Issued:



Analysis Of GAP Model



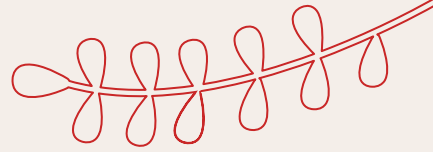
John is a ***DISSATISFIED*** customer.



“The laptop is one of the latest models in the market and he did ***not*** expect to receive such a (faulty) product from DENZO, which has a history of good records.”

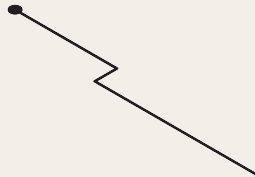
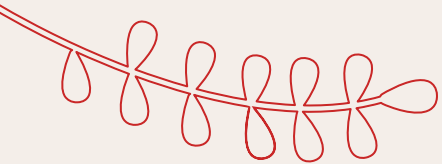
Level 1: Practical Expectations

X UNFULFILLED



Evidence

“To his disappointment, he realised that the so-called S\$99 integrated solution package which Wilson upsold was only the basic Microsoft 365 package. In order for him to access Microsoft Teams and other premium features, he had to top up S\$388.”



Level 2: Emotional Expectations

X UNFULFILLED



Evidence

“Mr, in the first place, when you purchase the computer, you must check that it is correct. Now, then want to complain. Anyway, it is the company policy that all feedback can only be done via the DENZO app. If you want to log your case, JUST DO IT via the app! **Too bad if you don't want to.**

We are very busy, no time to help you. STOP CALLING!”



“The staff terminated the call even before John could utter a word and that left him very frustrated.”

Level 3: Delightful Expectations

X UNFULFILLED

No Evidence

Since Levels 1 and 2 of the customer's expectations were not satisfied by DENZO's ineffective customer service quality, it is clear that Level 3 has not yet been established and achieved because basic respect and other crucial service traits have not been demonstrated.

What John Expected

- Laptop to include premium features.
- Laptop would run smoothly due to the fact that it was the latest model.

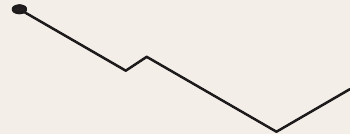
What John Received

- Basic online and mobile versions of Word, Excel, and PowerPoint.
- During installation, he could only see the power LED lit up and the computer would not boot up and halted during one of the intensive program executions.

Cause of Service Breakdown

Faulty Product.

**DELIVERY
GAP**



What John Expected

- \$99 is the final price John would pay to access all the premium features and apps.
- The correct key given.

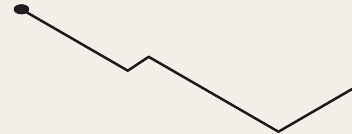
What John Received

- Basic Package and having to top up \$388 for the premium app features.

Cause of Service Breakdown

Broken Promise.

COMMUNICATION
GAP



What John Expected

- He will receive a solution on his first call.
- Able to resolve the laptop issue.
- Staff will be helpful and will answer his queries about the app installation.
- Expected good and professional customer service from the help line.

What John Received

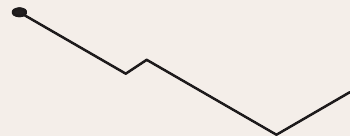
- Uninformative and unhelpful staff.
- Having to call the hotline over 10 times.
- Being responded by the staff in a rude tone.

Cause of Service Breakdown

Inefficient Systems.

Poor Service Attitude.

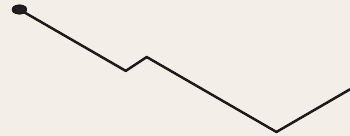
CUSTOMER
GAP





03.

SERVICE RECOVERY



Critical Service Attributes



1.



Customer-First Mindset

2.



Positive Attitude

3.



Professional Competence

4.



People Orientation

5.



Basic Respect

6.



Resourcefulness

7.



Reliability

8.



Personal
Responsiveness

Techniques Used to Handle the Service Breakdown

01.

Apologize

02.

Listen for Facts

03.

Show Empathy

04.

Offer Options or Alternatives

05.

Perform Service Recovery

06.

Follow Through

CLOSING THE SERVICE GAP TO ACHIEVE CUSTOMER SATISFACTION AND RETENTION



Communication

“No wrong door policy”



Responsive

Update John regularly as well as adopt AI chatbots.



Listen

Adopt the attitude of listening and ***‘putting yourself in people’s shoes.’***



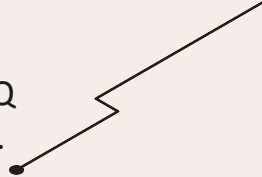
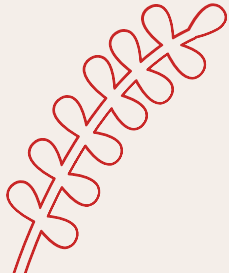
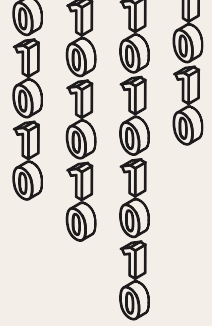
Maintain

Contact John even after the issue is resolved.



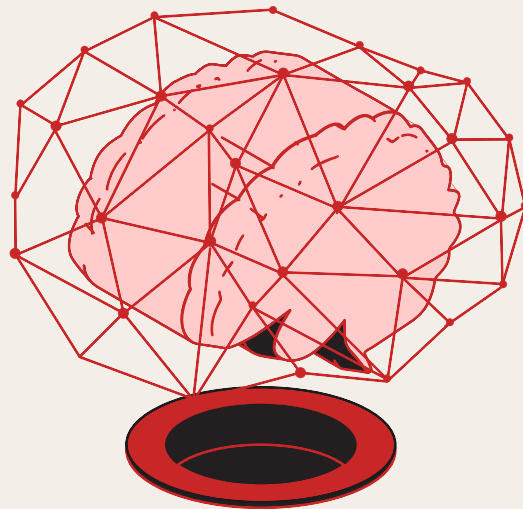
Update

Make the website more user-friendly. Include an FAQ forum and online helpdesk.

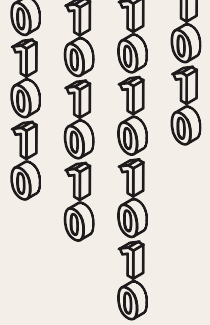


04.

Recommendations



What can DENZO do to resolve John's issue?



7 Days Return Policy

Exchange the product key and
get a brand new laptop.



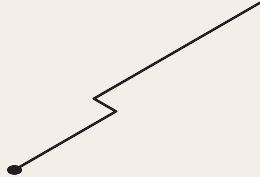
Feedback Form

To find out his experience
and follow up.



Offer Small Gifts

For DENZO's lack of
management.



How can DENZO prevent future service breakdowns like John's from happening?



Train, Train, Train!

About service and product knowledge.



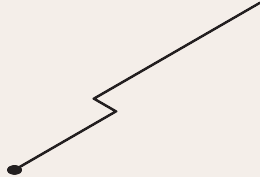
Weekly Audits!

Inventory checks and testing of newly in-stock products.



Effective Systems!

Feedback system to be improved and developed.



HUMAN RESOURCE MANAGEMENT



01

Provide Mentorship.



02

Hire a “Mystery” Shopper.

0101010



-

- Staff wouldn't mess up the products
- Boosts productivity in the workplace



- During breaks, employees can read it and it will be ingrained in their minds.



MARKETING TEAM

Update

The Official Company Website At Least Once a Month!

Create

A forum for customers to discuss the products bought from DENZO!

Loyalty Scheme

Offers and discounts on their birthdays and other popular holidays exclusively for members!

DENZO APP

Membership Discounts | Birthday Discounts |
Long Membership Period | Easy and
FREE Sign Up | In-store Catalogue
DENZO App Membership Has It ALL

» [Download Now](#)



DENZO@microsoft.sg



HELP DESK

ACCESS CCTV

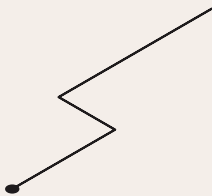
All evidence of abuse and violence to service providers and customers will be recorded

CHATBOT

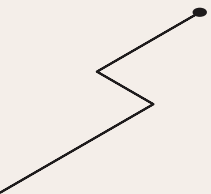
- Reduce workload for DENZO's operations
- Shortened response times to resolve customer problems

SPECIAL DEPARTMENT

Help customers resolve their problems with DENZO's products.



BENCHMARKING





Recognized as one of the best IT retailers in South-East Asia.

CHALLENGER VS DENZO



CHALLENGER TECH.

- Uncompromised Quality
- Lifelong Learning
- Bold Thinking
- Authentic Collaboration/No-wrong door Policy
- People-first Mindset

DENZO Co.

- Appropriate Quality
- Paced Learning
- Diverse Collaborative Thinking
- Divisional Focus
- Customer-first mindset



Improvements DENZO can adopt:



Uncompromised Quality

Builds and improves the emotional bond with the customer and to refine the company service delivery process.

No wrong-door Policy

Give customers the impression that all the teams are working cohesively.



Lifelong Learning

- Enable them to be representative of a professional company.
- Improve company reputation.
- Boost overall customer satisfaction rates.

People-first Mindset

Give excellent staff incentives and benefits.



Certifications to enrol DENZO in

APAC Enabler Mentorship Program

- Employees will receive career guidance from a relevant mentor.
- Improves overall workforce quality and productivity.

American Institute of Certified Public Accountants (AICPA)

- This certificate will boost the reputation of DENZO.
- Prove that DENZO is a certified professional co-alliance of Microsoft.

Re-skilling of Staff

Singapore Chartered Accountant Qualification (Full-timers)

Singapore Chartered Accountant Qualification



Internationally Recognised

- Equips people with accounting and sales technique skills.
- Delve deeper into reporting and analytics and refining business processes and sales
- Fully Sponsored by DENZO.



The Singapore Workforce Skills Qualification (For Full-Timers & Part-Timers)

THE SINGAPORE WORKFORCE SKILLS QUALIFICATION (WSQ)

- Promote recognition of skills and competencies to facilitate progression, mastery and mobility.
- Promote holistic development of the workforce through technical and critical core skills and competencies.
- Support economic development by professionalizing skills and competencies to drive industry transformation, productivity and innovation efforts.
- Encourage lifelong learning.
- Fully Sponsored by DENZO



Certificate in Retail Operations (For Full-Timers & Part-Timers)

Certificate

In Retail Operations

Adapt to Change

Recognise both local and global trends that bring about changes impacting the workplace, job roles and responsibility. Adapt to cope with new workplace expectations and embrace lifelong learning for continuous upskilling to improve employability and growth potential in an evolving and diverse workplace.

Service Excellence

Equip with the service mindset in providing excellent customer service. Identify critical moments of truth and escalate areas of improvement that will enhance the customer experience. Recognise and embrace the essential customer service skills in delivering exceptional customer experience.

SERVICE CHALLENGES

Recognise the challenges brought about by evolving technology and customer behaviour in the service environment. Understand the importance of addressing these service challenges with the aim to deliver great customer experience.

WORKPLACE COMMUNICATIONS

Establish a culture of good communication is essential in the evolving workplace. Understand the process of exchanging information and ideas, both verbal and non-verbal, is critical in enhancing team effectiveness in a diverse workplace.

PRODUCTIVITY IMPROVEMENT

Understand the importance of productivity at the workplace and how it can turn the workplace into a more healthy and happy working environment and bring about positive impact to service delivery and customer experience.



SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

FULLY SPONSORED BY DENZO

05.

CONCLUSION



Possible Outcomes



POSITIVE

- John feels appreciated by DENZO, becoming a returning and loyal customer.
- DENZO staff feels more positive to work and spread positivity to their customers.
- DENZO's customer service will turn out better than its competitor(s) after the incident.

NEGATIVE

- John may not want to return to DENZO due to his first experience being unsatisfactory, thus losing his trust.
- Employees may feel unmotivated if DENZO's sales and reputation drop after the incident, which may cause them to leave the workforce.
- John may write bad reviews about DENZO on social media, thus ruining their reputation.



We hope that DENZO will face more positive outcomes after this case. We will continue to work on our service processes to ensure we remain at the top of our competitors and to give nothing but the best to our consumers.

Thank You :)

