

Support in Research

Student's Name

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Week 8 Discussion: Support in Research

In the interactive case study centered on "At the Beach," a brewery renowned for its customer service, I approached the scenario with a strategic focus on enhancing customer satisfaction and loyalty. Through this exercise, my decisions often aligned with some peers while differing from others, offering a rich landscape for comparative analysis.

For instance, I prioritized staff training to enhance customer service based on the philosophy that empowered employees to improve customer interactions. This decision seemed to align with many of my peers who recognized the direct link between employee satisfaction and customer service outcomes. However, some chose to prioritize technology enhancements for order efficiency, reflecting a divergence in approach that highlights different strategic priorities.

The service-profit chain model guided the decision to prioritize staff training, an essential aspect of my strategy, as Heskett et al. (2008). This model demonstrates the interconnectedness of employee well-being, service quality, customer satisfaction, and profitability. By investing in employees, businesses can enhance service quality, thereby increasing customer satisfaction and loyalty—a crucial outcome for 'At the Beach,' given the competitive nature of the brewery industry.

Another critical decision involved collaborating with food trucks to diversify the menu options, aiming to cater to the diverse demographic highlighted in the case study. This decision was supported by the concept of market segmentation and the enhancement of customer experience by providing a variety (Kotler & Keller, 2015). My decisions mirrored those of several peers, reflecting a consensus on the importance of meeting diverse customer needs.

During the simulation, I noted gaps in information regarding customer feedback on recent service changes, which would have been crucial for more informed decision-making. Without

real-time customer feedback, decisions were based on assumptions rather than data, potentially leading to misaligned service improvements.

The implications of such information gaps are significant in real-world settings. Lacking direct customer feedback could lead businesses to invest in areas that do not align with customer priorities, thereby misallocating resources and potentially deteriorating customer satisfaction. For example, without feedback, the decision to enhance menu options could fail if it does not align with customer preferences, despite such strategies' logical underpinning and historical success.

In conclusion, this simulation highlighted the importance of aligning decisions with theoretical models and customer feedback. My decisions, grounded in established business theories, were often consistent with those of my peers, yet the exercise underscored the necessity of continuous information gathering and adaptation. This approach supports sound decision-making and fosters an agile environment where businesses can thrive amid changing customer expectations and competitive pressures.

References

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