

Unit 29: Understanding Retailing

M3: Explain the ways in which sales techniques and customer service have developed in retail organisations

In this task, I am going to assess two different companies in terms of how they use sales techniques and customer service. I will see how their different means are effective and how they may differ in order to get different results.

The first is described as a “bricks company”, which only sell their products on their physical store, the example I will use is Simmons Bakery. The second is described as a “click and bricks company”, which sell their products both online and in store, so the example I will use for this will be Tesco.

The below shows how both companies operate in terms of sales techniques and customer service:

Tesco

Tesco is very effective in terms of delivering information on new products as they use cookies to advertise products on their website. Through looking at what the customer has bought, they can then advertise similar products that the customer may be interested in, so therefore they are very good at delivering new information which will help the customer to discover more products which they may like.

Pre Transaction – Tesco has a great reputation as one of the leading major retailers throughout the UK, as they stock many major brands, and through other services such as customer service, and general convenience such as their home delivery, they are able to entice customers towards the store almost without advertisement, as the brand is so big, it advertises itself by being there. However, they do advertise different deals in order to generate more sales such as BOGOF and seasonal products.

In Store – As stated before, Tesco advertise certain deals such as BOGOF, reduced prices and seasonal products in order to ensure customers buy more than what they came in for in order to maximize spending potential. They also have prop displays in order to interest customers, and through other means such as online, where they use advertising techniques such as cookies, in order to promote products that customers may be interested in, in order to again, maximise spending potential.

Post Transaction – Tesco have certain methods in order to ensure there is repeat purchases, so for example, they may send customers emails to remind them of certain deals, to entice them to come back. They may also send them vouchers, and again, use online advertising methods, to remind customers to shop with them in the future.