To: Erika Paterson

From: Richard Bryant

Date: February 5th 2017

Subject: Our purpose is to Improve the customer experience, or net promotor score (measure for customer experience), to a level that exceeds 80% of the company, at Best Buy Canada, Nanaimo, by the end of 2017.

Introduction

Best Buy works like every other business, more specifically they compete in the market for a competitive advantage over other industry leaders. This is the main problem all businesses face, and Best Buy’s answer to this is a behavior paradigm called Net Promoter Score. Without going into detail, this is a measure for customer experience built on customer feedback. This topic is a direct link to, and affects my community and workplace every single day to a very large degree. Like I said, it is a behavior paradigm that we act on each day. The problem remains the same, as businesses want the best feedback possible at all times, this feedback has many factors that dictate its outcome that our store can directly action and improve.

The factors that contribute to net promoter score are: employee availability, employee knowledge, cashier friendliness, product availability, store appearance, shopping experience, and working displays. If all our employees worked together to exceed 80% positive feedback in each of these areas, we will have completed our mission to gain a competitive advantage. This causal proposal will address these critical areas and illustrate the appropriate course of action and solution.

Statement problem

To gain a competitive advantage, Best Buy must use net promoter score to change behavior in our store in order to achieve a minimum 80% satisfaction with customers. Subpar customer feedback will result in unachieved performance goals, negative impact on community image, and ultimately revenue loss and therefore job loss.

Proposed Solution

The factors, or customer needs, stated above have been assessed by the company and are therefore the most important dimensions to our customers, at a national level. The most realistic and cost effective solution is to create an atmosphere, or foster an overall behavior, that exceeds all customer expectations, in order to create the competitive advantage that our business needs. We will create a tangible vision for employees to follow, then accountability will be communicated and each employee will impact each net promoter score factor individually, and lastly, we will follow up with each employee to maximize effective progress.

Achieving this solution will benefit our cause by increasing revenue for the long term, exceeding performance goals, and creating an image in the community that will foster better feedback and promote longevity. Objections may originate from our employees in the form of: aversion to change, unaligned goals with the company, and possible misinterpretations.

We must be aware that customer feedback will only give us a portion of the whole picture, we must read between the lines in order to use their information effectively.

Promoting net promoter score positively impacts our business, likewise, our employees can gain equally by taking these critical thinking skills and applying them in different aspects of their own lives. This is a recipe for effectiveness. This initiative illustrates to our leadership team that there are other frames to view this problem in, and they can lead to a new and improved behavior paradigm that will drive results more quickly. Foster this groupthink

Scope

In order to analyze each of these contributing factors, I will investigate the following opportunity areas:

1. What are the highest and lowest ranking factors, trending across all customers?

2. How many employees possess the drive to hold themselves accountable?

3. What will our vision, or store atmosphere look like by the end of August 2017?

4. Are we able to identify other customer needs that the company may have missed, and that they may not be aware of yet?

5. Can there be a more effective, but still cost efficient, method to measure customer experience rather than net promoter score?

Methods

Achieving the proposed atmosphere and overall behavior will be a combined effort from primary and secondary information sources. Primary sources used include customer verbatims administered in store as customers are exiting, and from our online survey. Corporate verbatims administered by the Best Buy leadership team is the secondary source that will be leveraged. Once these information sources are compiled, a tangible vision will be created, accountability from each employee is confirmed, and follow up sessions will be had to assess progress.

My Qualifications

I am in my third year of the Bachelor of Business in Real Estate degree at UBC. I have extensive experience in recognizing correct behavior within Best Buy to promote this objective, after being promoted to a role where I have the opportunity to influence employee behavior directly. I have also been trained to be the resident training captain, therefore my knowledge in the subject is confirmed.

Conclusion

The end result that we desire, is to gain a competitive advantage in Best Buy’s market. After following through with this proposal, completing the action plan, and being transparent with our core motive, our success will be ensured. I am intensely passionate about this initiative because we have the power to directly affect the longevity of our store, as well, our goal can be viewed as a lesson that will teach us how to deliver results at a company level. Everyone may gain from a goal such as this, and it will benefit their skills in the long run.