

## New digital technologies through Omni channels for Consumer Engagement- Case study: Catering Industry



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### ABSTRACT

Consumer relevance is a strategic process that provides to a company the ability to see the business through the eyes of customers and to do business in terms that customers find that having regard on a personal level. Today's customer expects a convenient experience and retailers objective was to create a seamless experience at all points of sale (touch-point). Omni channel is the mix of all physical and digital channels with digital technologies to create a unified customer experience and innovative. Customer can buy all channels and all information on the buying process are available on all channels, ideally in real time. Customer engagement process is a complex process consisting of several stages depending on the degree of commitment reached by the organization with its customers. Research to the organization / laid has centered on several pizzerias / restaurants where you can eat a pizza to see if the managers of these organizations use new technologies in the sales process and how the degree of engagement of customers in these organizations

**Keywords** - Digital Technologies, Customer Engagement, Omni-Channels, Customer Engagement Principles, Customer Satisfaction, Customer Experience, Consumer Value

### 1. INTRODUCTION

Theoretical aspects Customer engagement - involvement / commitment consumer Engaging the customer (customer engagement) is a very recent concept in the literature that has received a great attention from practitioners and generated a consensus in academia. The concept refers first emotional state, cognitive, behavioral an active state of individuals. From a marketing perspective, customer engagement was defined as a psychological process that sequentially pass and become loyal customers throughout the brand. Velho says customer engagement can be defined as a behavioral manifestation focused all the time by a brand, a company and can be composed of five dimensions: valence (positive or negative), form and way, purpose (temporal and geographical), nature and impact, customer targets[1].

### 2. CUSTOMER EXPERIENCE MANAGEMENT IN THE NEW ERA OF MOBILE TECHNOLOGY

Mobile technology is the next frontier of customer experience. 2013 was a real turning point for mobile devices. Therefore, an organization must first attract customers, the loyalty and fidelity of these, then it must learn to listen to their customers

to offer customized products and services. At the same time, the organization must use procedures automating processes customization in mind facilitate this process, and ultimately, the organization must reach the ability to have conversations customized to each client. Thus, to be able to perform all those steps required to implement consumer engagement activity, the organization must comply with certain principles which relate to: [2] 1. Communication simple - clear communication, simple and easy to understand language / message; 2. The exchange of value - informing consumers about the benefits and value of using their personal information provided to both business and consumers; 3. Transparency - informing consumers about how their personal information will be used provided; 4. Control access - easily allow consumers to choose if and how their personal information will be used; and how to have access to information about how their personal information will be used and the ability to correct and / or delete them; 5. ongoing dialogue - listening and responding to consumer feedback regarding how their personal data will be used; 6. Protection of personal information - protecting the integrity, security and accuracy of personal information of consumers and maintaining their status in the organization open to their personal information; 7. Integrity in Social Media - divugarea the integrity through appropriate commercial interests in social media practices such as reviews, recommendations, opinions and working with regulatory agencies on aligning practices and guidelines. Fulfilling these principles, the organization may consider implementing the strategy of consumer engagement completed. However, not only the organization must go through some stages, but also consumers, who are subject too ate activities. In this sense, the consumer is based on the awareness of his need, goes through the assessment of his need to see what are the best options to accomplish it, then he buys products / services required to meet the need and practically consumed / used product. The degree of satisfaction after eating the product is the one who will dictate and repurchase the same product / brand of the product. The higher it is and the experience provided is comprehensive, the question becomes more loyal consumer product brand and get ahead of the others to defend consumers. These stages through which a consumer to become a consumer engaged life cycle called the consumer engaged. Customer engagement process involves creating value for the consumer.[3] Thus, the role of the supplier and the customer

changes, new technologies making this possible. Omni channel is the mix of all physical and digital channels to create a unified customer experience and innovative. Trading through these channels is a hygiene factor. If all store staff performs scanning products and collect payments when they do not add value.[4] Value creation has the following meanings depending on its addressee: a) for shareholders: return on invested capital - increase - market value; b) customer: clear orientation towards customer satisfaction and loyalty to optimize the value that it receives and recognizes; c) user / beneficiary: taking into account the needs and expectations of all those who are related to the products and services provided by the enterprise; d) for the company itself: system performance, process performance, performance-oriented client projects; e) Partner: mutually beneficial relationships; f) staff: to build relationship of mutual trust, releasing potentialities g) for the community: plant safety, preserve the interests of future generations, community relations; h) for leadership: creating all favorable conditions to achieve environmental aims.

### 3.CASE STUDY: CONSUMER ENGAGEMENT PIZZA AND MANAGERS PIZZERIAS / RESTAURANTS THAT SELL PIZZA

The research conducted is divided into two major parts that concern the consumer, on the one hand, and organization / laid on the other hand. In this regard, the target consumer to consumer research pizza Targoviste, especially how it uses new technology in decision making and behavior in terms of meeting the need to eat pizza. Research to the organization / laid has centered on several pizzerias / restaurants where you can eat a pizza to see if the managers of these organizations use new technologies in the sales process and how the degree of engagement of customers in these organizations. The questionnaire in 12 pizzerias, consumers pizza contains 19 questions: generalities about purchasing behavior in the online respondent (questions 1 and 2); behaviors in completing the purchase decision process: awareness of the need (question 3); choice and behavior online (Questions 5, 6, 8); choice for the transaction decision (questions 4,7,9); delivery, transport modes and services (question 10); conduct post-sale and consumer experience (customer experience) (questions 11 and 12); After sales and relationship behavior (Relationships) (questions 13, 14,16). pizzerias / restaurants that offered an unforgettable satisfaction (question 15). The hypotheses of this research are: (IP1) the easiest way information and ordering a pizza is via telephone; (IP2) in choosing a pizza, digital channel information is the most important Internet site; (IP3) for a deficit of pizza experiences, behavior is most often not a share; (IP4) departments / persons responsible for customer involvement is the general manager; (IP5) organizations do not formally measure the degree of involvement or commitment to its clients; (IP6) delivered web store experience (in-store) is less than expected; (IP7) organizations have not ensured a wireless connection. The questionnaire applied managers pizzerias / restaurants that sell pizza is made up of three parts, which highlights the main objectives envisaged, namely: the

status of the company in understanding customers and thought leadership on issues important to the company (questions 1, 2,3, 4, 5, 6); status of the company in terms of management involvement / listening to the customer (customer relationship) (questions 7,8, 9, 10, 11, 12, 13, 14, 15); Reports on the status of the use of the channels (omni channel), in particular digital channels (questions 16, 17, 18, 19, 20, 21, 22). The criteria that matter most in awareness of the need to eat pizza are: personalized offers and recommendations 24% digital, information about new products through blogs and social media 20%, offers location-based messages and 18.67%, similar advertising on both digital and non-digital 14%. The easiest way information and phone ordering pizza is 66.12%, and 25.62%-store. Regarding digital channels and used to inform the choice of a pizza channels such as internet site, social media, smart phones have a relative importance to respondents, and emails are unimportant for this. The same digital channels for information and to reserve a hotel have a relative importance for respondents: social media (3.49 of 5), phone (3.04 of 5), smart phone (2.86 of 5), email (2.83 in 5). It is observed that social media is more important hotelarie. The options that matter to respondents in the delivery of the ordered products are delivered to the selected location products 43.18%, 28.41% and the waiting time from order lifting the chosen location 13.64%. Elements of unforgettable experiences in ordering and delivery of a pizza are excellent quality of service 25.59% 20.87% excellent product quality, delivery speed 18,11%. In the opinion of respondents elements that lead to experience poor are poor quality products 32.83%, 21.21% poor service, lack of customer care 14.14%. The main behavior where experience is lacking story to family and friends 63.41%. Other respondents choose either not to share their experience 13.89% poor or distribute it on your personal Facebook / Twitter 13.01%. On average unsatisfactory experience is shared pizza product to 6.5 people, compared to poor hotel experience that will be shared at 54.62 people. Analysis of responses managers pizzerias / restaurants: For the current increase company revenue managers believes that all issues mentioned are very important: customer satisfaction, product / service quality, customer loyalty etc. According to managers, the factors that most influence purchase decisions are quality 32.43% 29.73% price. Factors that are less affected are comfort, convenience and customer service to customer proximity. Currently, the most used techniques to build relationships with customers are differentiated from the competition offer 21.57%, 15.69% offer personalized, customer engagement in the creation of products / services 13.73%, offer many products intended for the same client

11.76%. What are they going to continue to use, over three years, or will begin using the techniques and build relationships with customers are 20% offer personalized, differentiated offer competition to 17.14%, creating user communities 17 14% offer products with a high service component 14.29% 14.29% exclusive offers and customer engagement in products / services 14.29%. Currently, managers stated that they frequently collect the following types of customer information: complaints 28.57%, 25.71%

and purchase history satisfaction indicators 25.71%. They also will continue to collect or try to collect the next 3 years, the following types of information: online questionnaire 29,03%, 19,35% complaints, 19.35% satisfaction indicators and feedback control for products or competitors image 19.35%. Engaging the customer is considered very important by 12 managers. Managers of the 12 units envisaged (pizzerias and restaurants) stated that those who are responsible for developing customer engagement are: 22.22% marketing department, general manager 38.89% 16.67% sales service. If hotel managers, we note that he pointed general manager 77.78% 22.22% sales and service. The most important attributes in customer engagement are considered: 27.78% responsiveness, flexibility 25%, 25% availability 24/7. Experience claimed web store and delivered meets customer expectations for 41.67% of respondents, while for 25% it is very good. There are 25% of respondents who have no opinion. In stark contrast to this situation, managers of hotels considers that delivers an experience that meets the expectations of a rate of 85.71%. Web store customer experience differentiates itself from the competition by quality of service 32.14%, 21.43% product offer, 14.29% store location. The experience at the hotel is distinguished by the quality of services 45.45% and 27.27% service offerings. 3.

#### 4.SUMMARY AND CONCLUSIONS

Some of the major findings arising, identify:

1. The development, although slow new online technologies in terms of customer / shopper retailing and we can state that there are websites of companies and social media connectivity both in catering - pizza, and in the hospitality which reveals global trend;
2. in respect of training / awareness and consumption ability choice of pizza product regardless of location in the city (convenience) and also the subsequent networking communities on consumer networks (especially Facebook, blogs less) study consumers shows a demotion in the use of these technologies to manufacturing entities (pizzerias and restaurants) - request ahead of demand;

3. manufacturing and marketing organizations have not completed all additional services, serving the customer relationship management (all) the information, online ordering services (internet, social media, telephone variant remaining fundamentalists opposed hospitality industry predominantly digital channels), customer relationship management, - collecting information about the satisfaction / dissatisfaction of customers and creating a database for the innovation and improvement of products;

4. The leadership still has not changed the philosophy to push to pull, meaning that they believe produce quality „very good "(in-side out) and do not want to improve their processes, products and services based changes in the market, competitors change, so that they do not manage good feedback (out-side in).

Regarding the cases envisaged, there are the following: iP1 is confirmed; Ip 4 is partially confirmed and the remaining hypothesis is not confirmed.

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