

# Service management

## How Changhua Carrefour Do Better



**Team: BPPV**

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## 1.0 Introduction

### EVERY HAPPY FAMILY

Carrefour is located in No.321, Sec. 2, Jinma Rd., Changhua City. It is the first and the only one Carrefour in Changhua. It provides 712 parking lots for customers to park during their shopping. Carrefour opened their first store, T Shun store, in Kaohsiung in 1989. From then on, Carrefour opened many bra stores one after another. Since going to Hypermarket was the trend of consumption pattern then, it attracted many firms entering this marketplace. products sell in Carrefour are diversified. It includes from biscuits, snacks, fresh food, and cooked food even to clothing, home appliances, 3C product and so on. During every festival, Carrefour will attract a large number of people to purchase. The lively atmosphere in the store has become many people's memories. ✓

Good introduction  
Where does the information comes from?  
You should add citation here.

## 2.0 Advantages and Disadvantages of

Customer satisfaction and dissatisfaction

In our mid-term report, we pointed some key factors of service according to the questionnaires filled in by customers. We list the high degree of satisfaction customers mentioned as advantages, and the low degree of satisfaction as the disadvantages in Carrefour.

### 2.1 Advantages

1. **Parking lots:** It has enough parking spaces.
2. **Internal environment:** The integral environment is clean.
3. **Staffs:** The staffs are well-dressed.
4. **Transaction:** The cashiers can deliver change correctly and rapidly during the transaction.
5. **Facilities:** The price checking machines provide a convenient way for customer to know the price of products.
6. **Operating hours:** Carrefour has the reasonable operating hour that is convenient to customers.
7. **Intimate service:** Carrefour provides coins exchanging service for customers to use shopping carts.



Figure 1 Carrefour coin exchanging service

Need to include in the text...  
Figure 1...

2.  
As above.



## 2.2 Disadvantages

1. **Route planning:** The route planning in Carrefour
2. **Attitude of staffs:** The attitude of staffs and their questions are waiting for improving.
3. **The lockers:** The lockers in Carrefour are messy and rusty.
4. **Price tag:** The price tags are sometimes not very clear. Customer might be confused.

This could be more specific i.e., in what way is in not well designed?

The detailed interpretation and improvements will be brought up in the next section.

## 3.0 Improvements

### 3.1 Problems

1. The paths in Changhua Carrefour store are narrow and they put too many products on the paths so that the route in the store is bad. On the other hand, the store's instruction is not clear so customers can not find escalators easily. What's more, customers have to enter the store through the second floor, and they cannot choose the floor which they want to go, so it may waste their times on strolling the whole store.



Figure 2 the route is narrow.

2. The display of goods is unclear. Although Changhua Carrefour set the number cards about the category of products in the store, these number cards are not obvious and customers maybe not see them fast. By the way, the products' price labels often fall off so that customers cannot know the price of goods clearly.

3. The employees' qualities have large differences. For example, we actually asked one staff of Changhua Carrefour, and she told us that she did not accept a real pre-employment training, but she was on-the job training instead. So we thought that it was the reason to cause the staffs not to have enough



knowledge. We also found that the situations of training employees are not consistent for each department and it increases differences in employees' qualities between employees.

### 3.2 Solutions

1. (1) The decorations of goods in the paths should be appropriate; Otherwise, the shopping cart could not pass easily.  
(2) Changhua Carrefour need set up more entrances into the store so that customers can save time and directly enter the store.
2. (1) The number cards have to be placed in a prominent place.  
(2) Changhua Carrefour can add more floor plans in every floor. In addition, in each floor plan should mark the numbers of products' category. Thus, the customers can be more familiar with the direction of the store.  
(3) The staffs should have a shift arrangement table to see whether the price labels are placed correctly so the customers can understand the price of products clearly.
3. Changhua Carrefour must do real pre-employment trainings; therefore, their staffs can avoid the questions what they cannot answer raised by the customers.



Figure 3 Carrefour can add more floor plans.

Do customers use these?  
Customer like to ask service staff!



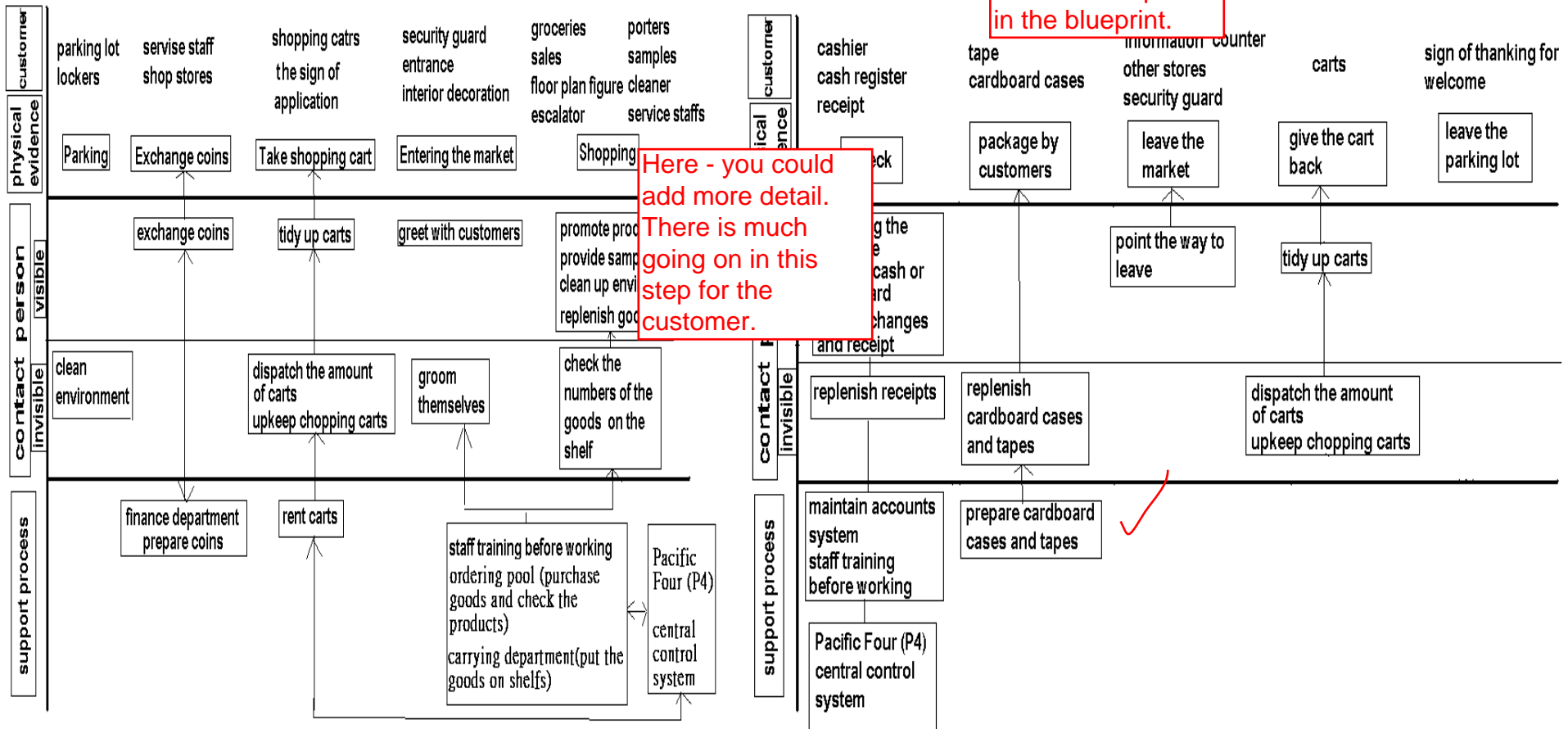
# 4.0 The blueprint

## 4.1 The service process blueprint



**NOTE**  
Here you should mark the fail points in the blueprint.

Here - you could add more detail. There is much going on in this step for the customer.



## 4.2 The key point

In the blueprint, we found some key points that can lead to whether the whole service is a success or a false. Then, we analyze these key points and see how they will affect the service process.

Table is too wide.

point	Situations	Effects
Greeting with the customers	If the customers see an unfriendly staff as they come into the entrance, they will feel bad.	For customers, the staff's attitude is important. An unfriendly attitude can make a terrible impression on customers. Thus, it may reduce the wills of customers to come.
Promoting products	If the seller has a bad marketing product, customers will not buy.	A bad skill of marketing products can reduce the wills of customers to buy. Thus, the profits may drop off.
Giving change and receipt	If the customer receives incorrect change or receipt, they may feel not good.	Receiving incorrect change can make customers' reliance on Carrefour descend.
Checking the number of the goods on the shelf	If the customers cannot buy the goods which they want to buy, they will feel angry or sad.	The number of the goods is not enough; it can make customers' reliance on Carrefour descend.

Yes - note also the last person you see is important. In Carrefour the last person is the security guard.

Changhua Carrefour has to notice these key points in the service process. If Changhua Carrefour can do well in these key points, Changhua Carrefour will provide a perfect service that the customers feel satisfied.

## 5.0 Conclusion

The amount of staff rise with the expansion of Carrefour. It is more difficult to control in staff management. However, the most important part in services is face to face with the customers. Quality of the staff is bound to become a key element of the success of Carrefour. As a result, Carrefour should focus on the quality of staff and reinforce staff training. Carrefour must also remind staff to keep a friendly attitude when they face the customers.

Through the service process blueprint, we can understand the role and function of various departments, and enhance coordination between various



departments. In the service process, we can find the weak parts and improve the shortcomings of certain sectors. It would make the quality of service better and better.

Although Carrefour is the leading in hypermarkets industry in Taiwan, but Pmart(全聯) like this kind of community-based small and medium sized supermarkets expand rapidly. They may influence on the corporate business achievement of Carrefour. As a result, Carrefour should be improved its shortcomings in order to satisfy the need of customers. In this way, Carrefour would have an ~~awesome~~ sustainable management in the market.

## 6.0 Reference

<http://www.carrefour.com.tw/about/about010103.asp>

<http://www.carrefour.com.tw/index.asp>

Text book?



## FEEDBACK ON YOUR PRESENTATION

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QUICK PRESENTATION FEEDBACK			
<b>GROUP:</b>	<b>PETER , BRENDA, PATTY, VIVIAN</b>		
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clear supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

<p>Comments</p> <p><b>Presentation</b></p> <p>Peter – start is good – smooth and well paced – good job Hmmm at the end – what is this?</p> <p>Patty – photos are helpful to show your points. The animation is good – and missing in Peter’s first part.</p> <p>Headline problem in the slides – but tell us what it is e.g., ‘Problem 3 – staff quality’; make sure each slide has a headline.</p> <p>Ooooh! Time is running out – this is question of practise and using your watch – to check your speed. You can use PowerPoint to mark times</p> <p>Problems &amp; solutions are separate here – confusing.</p> <p>Add slide numbers – so it I can note them here / for discussion later on.</p> <p>Where does the advantages and disadvantages come from?</p> <p><b>Report</b></p> <p>(1) Your report looks good but:</p> <ul style="list-style-type: none"> <li>- Number the sections</li> <li>- Give the objectives of the report</li> <li>- Tell us the method – how did you carry out the work?</li> <li>- Note the format for page numbers</li> </ul> <p>(2) You report on satisfaction and dissatisfaction. Dissatisfaction issues are <i>failure points</i> these should be <i>marked in the blueprint</i>. See the example from my web.</p> <p>(3) It would useful to use some of the language from class e.g., standards, scripts, evidence etc.</p> <p>(4) Note – order in the blueprint should be corrected.</p> <p>Good effort!</p>			

## FEEDBACK ON YOUR PRESENTATION

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84%

Grade: 0%