

THE ONLY OFFERED BY COKE EXPERIENCE

Extend the Coke feeling and cherish it forever



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Chapter 1: Introduction

Dear Coke Company team,

As part of my International Business studies, I am currently completing my internship in the festivals and events department of the Cold Sales department in Rotterdam, the Netherlands. My role comes with a various set of responsibilities. One of the most important tasks is organizing and executing the VIP Hospitality days. For my bachelor thesis I have conducted research about how Coca-Cola Europacific Partners can improve the customer experience before, during, and after the VIP Hospitality days. The findings and recommendations will be presented in the coming chapters.

As we can see in figure 1.1, the Customer Journey map ends early in the cycle. After sending out the invites there are zero to no touchpoints in which the company speaks with the customer. After speaking to several employees and customers I could conclude that many of them were dissatisfied with the way CCEP was communicating. By writing this proposal I hope to convince you to approve our newest idea for the aftercare packaging and 360 feedback mechanisms.

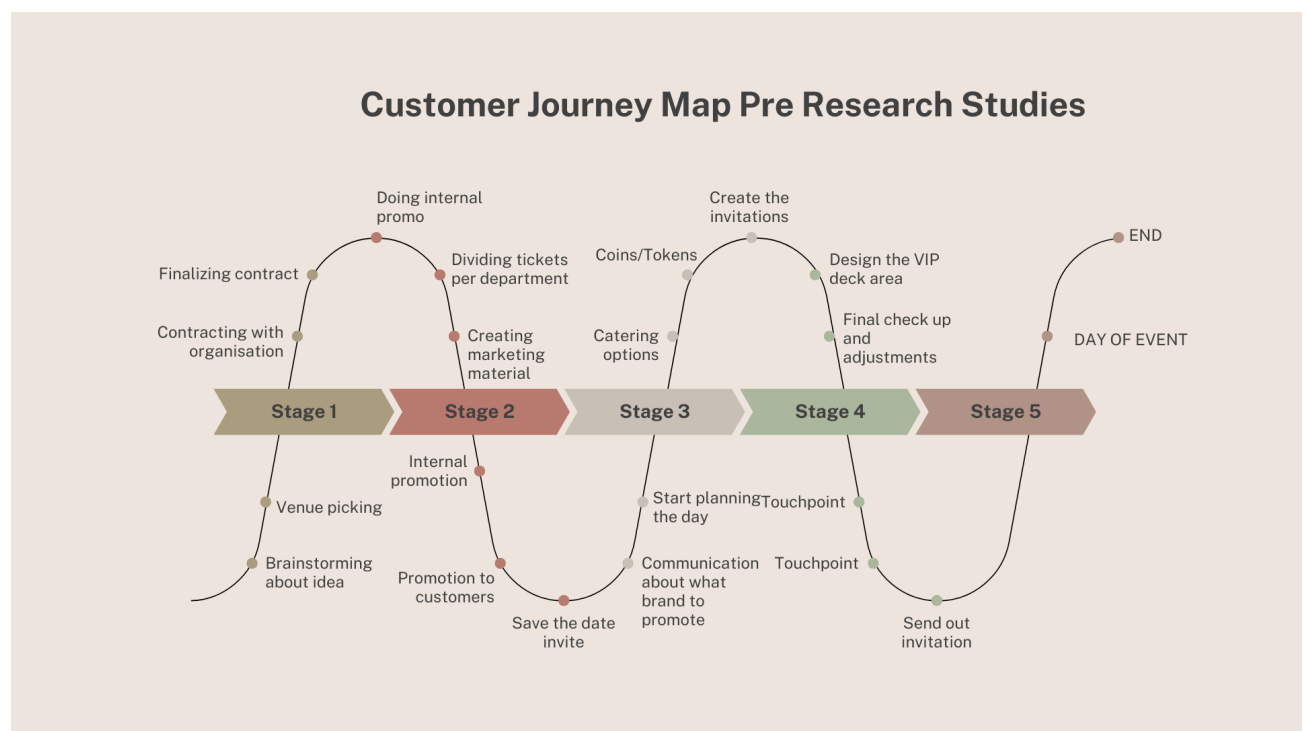


Table 1.1: A diagram of the current customer journey

Chapter 2: The importance of customer satisfaction during and after VIP Days.

Customer satisfaction holds significant importance for CCEP (Coca-Cola European Partners) during and after VIP days for several reasons, according to my internal research:

VIP days are designed to create a memorable and exceptional experience for customers. By ensuring high levels of customer satisfaction, CCEP can enhance its brand perception. Satisfied customers are more likely to have a positive image of the company, recommend its services to others, and become loyal advocates. Positive word-of-mouth and recommendations from satisfied VIP guests can contribute to the overall reputation and success of CCEP.

Satisfied customers are more likely to remain loyal to CCEP and continue their collaboration or partnership. By delivering exceptional experiences and meeting or exceeding customer expectations, CCEP can strengthen its relationships with VIP guests. This leads to increased customer retention, repeat business, and potential for long-term partnerships. Most guests are key customers or partners who have established relationships with CCEP. Maintaining high levels of customer satisfaction during and after VIP days reinforces these relationships and builds trust.

By listening to customer feedback during and after VIP days, CCEP can understand specific aspects that contribute to satisfaction or dissatisfaction. This feedback allows them to make informed decisions, refine their offerings, and continuously improve the VIP experience. Customer satisfaction acts as a guide for CCEP's ongoing efforts to enhance its services and exceed customer expectations.

Overall, customer satisfaction is crucial for CCEP during and after VIP days as it influences brand perception, customer retention, loyalty, referrals, feedback-driven improvement, and the establishment of long-term relationships. By prioritizing customer satisfaction, CCEP can create memorable experiences, strengthen its position in the market, and cultivate an even more loyal customer base.

Chapter 3: What benefits does it bring Coca-Cola to invest in customer satisfaction during VIP Days?

By prioritizing customer satisfaction, Coca-Cola can demonstrate its commitment to delivering exceptional experiences. This can positively impact the brand image and reinforces Coca-Cola's reputation as a customer-centric company. Satisfied VIP guests are more likely to associate Coca-Cola with quality, care, and attention to detail, further enhancing the brand's image in the market.

Investing in customer satisfaction during VIP Days allows Coca-Cola to gather valuable feedback from VIP guests. Customer feedback provides insights into what aspects of the VIP experience are working well and areas that can be improved. By actively listening to customer feedback, Coca-Cola can make informed decisions, refine its offerings, and continuously enhance the VIP experience. This focus on improvement helps Coca-Cola stay ahead of evolving customer expectations and deliver even better experiences in the future.

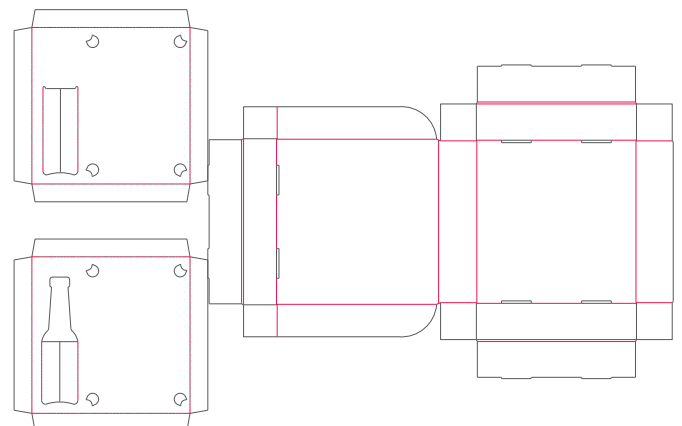
Following that, satisfied VIP guests who have a positive experience during VIP Days are likely to share their experiences with others. Positive word-of-mouth serves as valuable marketing for Coca-Cola, generating interest and potential leads from new customers. Recommendations from satisfied VIP guests carry weight and credibility, which can significantly impact the growth and success of Coca-Cola's business.

Chapter 4: Design, packaging, and costs

In figure 4.1 you can see a sketch and three pictures of what the end product should look like. In the packages we can find one of the many drinks CCEP produces, a little card or a photo as a remembrance, and some sort of goodie like personalized earplugs or maybe some sunglasses. In figure 4.2 you can see the total cost spread for 75 after care packages.



Figure 4.1: The design of the After Care Packages



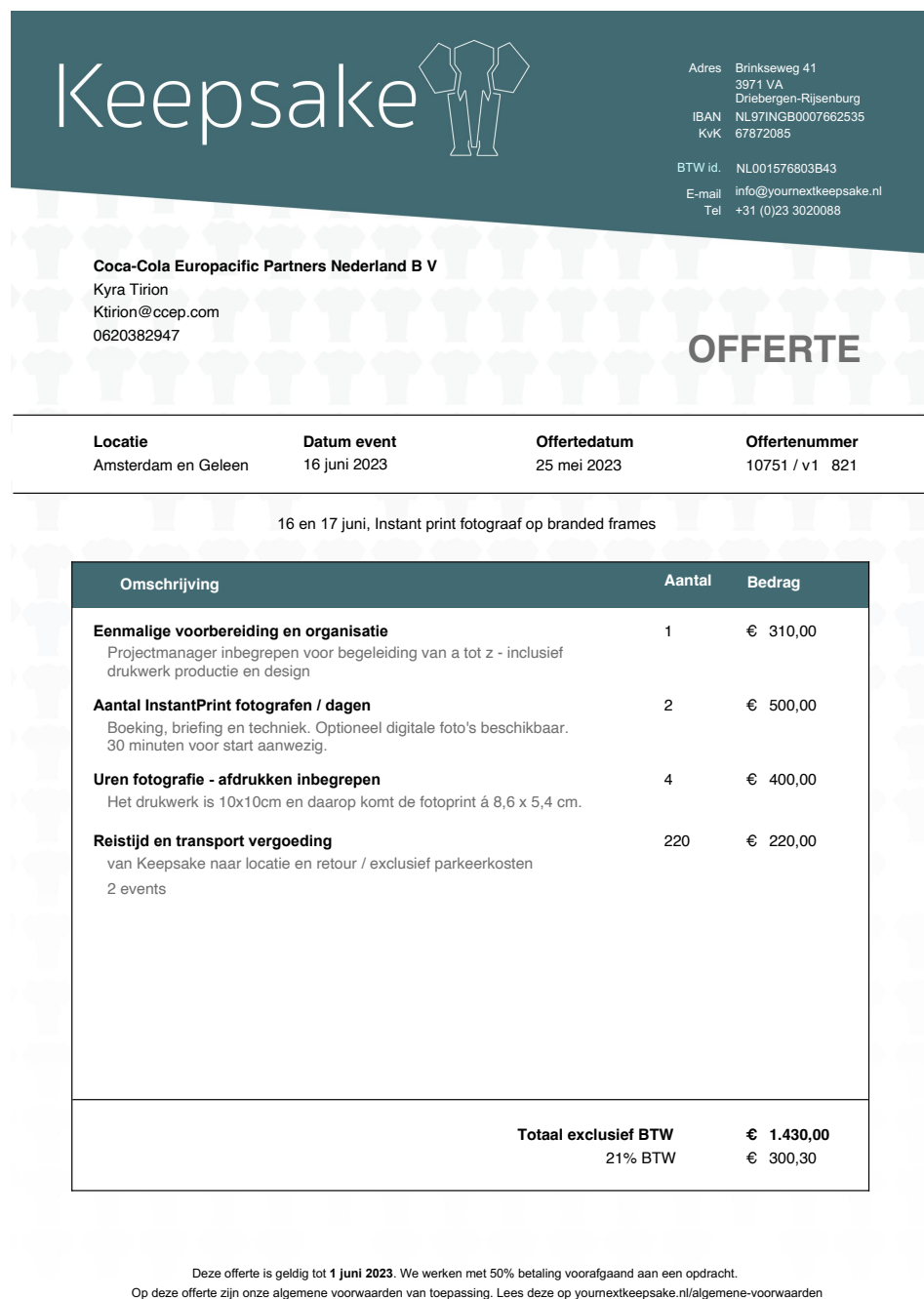


Figure 4.2: Cost sheet for after care packages

Chapter 5: Why is it SAFe for CCEP to implement this design?

In this section we will be judging the product by using the SAFe method.

The implementation of after care packages is suitable because CCEP uses a CRM system that holds data on all of their customers. In this way they can see who attended what event, what their contact details are, and what their addresses are. This takes the work load off of the hospitality employee who has to do research for all of the information. Another factor would be that aftercare packages can help build customer loyalty and retention. When customers receive personalized care and support, they are more likely to develop a long-term relationship with the company. This can result in repeat purchases and positive word-of-mouth recommendations, ultimately benefiting Coca-Cola Europacific Partners' brand reputation and market presence.

The implementation of after care packages is acceptable because of the following reasons. Providing aftercare packages aligns with customers' expectations in today's competitive market, where consumers increasingly value post-purchase support and engagement. By meeting these expectations, Coca-Cola Europacific Partners can enhance its reputation as a customer-centric organization. Furthermore, offering aftercare packages is in line with industry standards and best practices. Many businesses across various sectors provide similar aftercare services to ensure customer satisfaction, retention, and loyalty.

The implementation of after care packages is feasible because CCEP, as a leading consumer goods company, has the necessary resources and infrastructure to implement aftercare packages effectively. With a global footprint, strong financial performance, and a diverse portfolio of products, the company has the capacity to allocate resources and establish the infrastructure required for implementing aftercare initiatives. CCEP can leverage technology and innovation to support the implementation of aftercare packages. This includes utilizing digital platforms, customer relationship management systems, and data analytics to personalize and optimize the aftercare experience for customers.

In conclusion, it is suitable, acceptable, and feasible for Coca-Cola Europacific Partners to implement aftercare packages for their customers. This initiative aligns with customer expectations, industry standards, and the company's capabilities, enabling the delivery of enhanced customer satisfaction and value while fostering long-term customer relationships.

Chapter 6: Conclusion

In figure 5.1 you can observe what the customer journey will look like if we implement the changes mentioned in this study. By investing in 360-feedback moments, and after care packages CCEP can ensure the customer journey map looks more like a whole. In comparison to figure 1.1, the customer journey ends way earlier then the one displayed in figure 5.1.

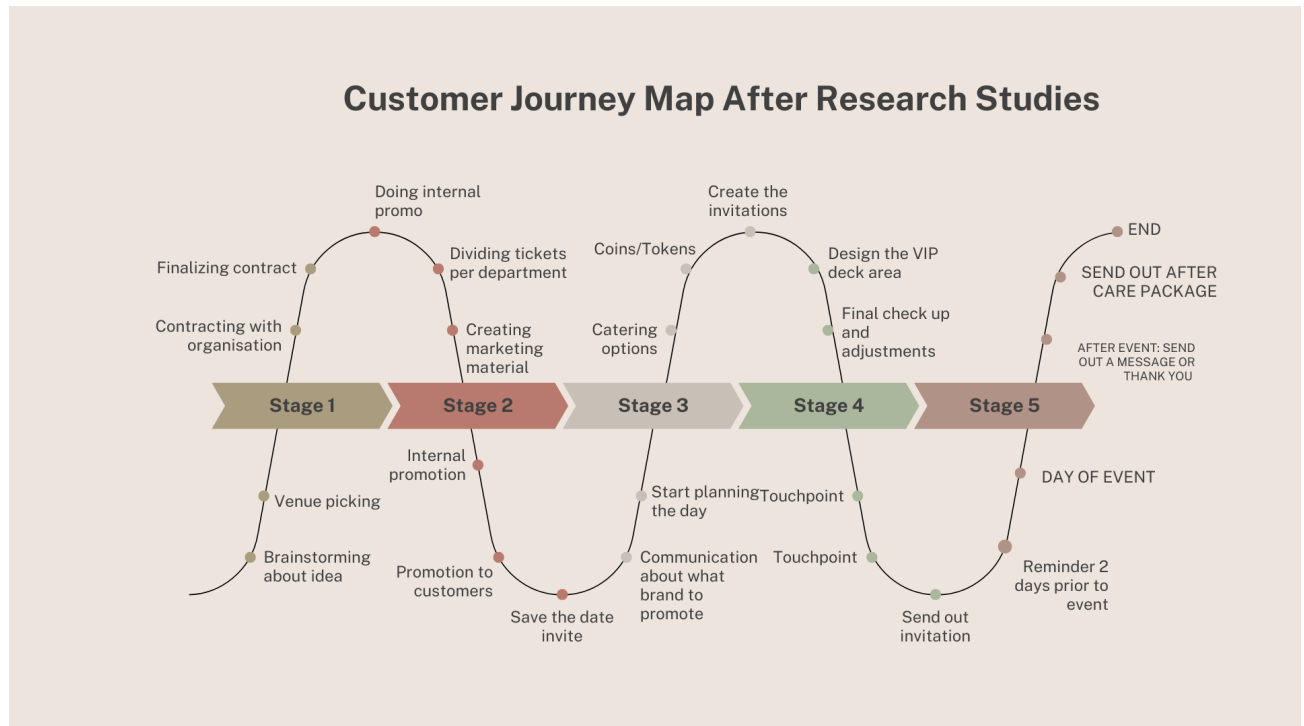


Figure 5.1: The updated customer journey map

I hope this study was able to introduce you to some new perspectives. After gaining your approval we can start the testing phase of this new product by the end of May/June.

Who would not want to extend the 'Only offered by Coke' feeling?