**Customer Service**

410-DJ3-AS

**Group Number:**

**Final Project: Canadian Tire**

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**Section 1: Introduction**

Canadian Tire corporation was founded in 1922 by Alfred J. Billes and John Williams Billes. It was Known as Hamilton Tire before it was bought by the Billes brothers and renamed Canadian Tire. It’s first official store was opened in Hamilton, Ontario in 1937. Their first catalogue was composed of prices which was sent to car owners in Southern Ontario in 1926 and eventually started their Mail Order Department. It’s a family of companies such as Tire retail stores, PartSource, Gas+, FGL Sports (Sport Chek, Hockey Experts, Sports Experts, National Sports, Intersport, Pro Hockey Life and Atmosphere), Mark's, Canadian Tire Financial Services, CT REIT. Canadian Tire now counts 1,700 store nationwide and have experienced a remarkable growth and success since 1994 till date. It has also developed a charity work to assist Kids across Canada with financial barriers to participate in sports and physical activities.

**Section 2: The Objectives of the Final Project**

Canadian Tire being a large company and been serving Canadians for nearly 96 years now, it’s Probing to think about why they are so successful and still in business till now. Customer service being the most sensitive and crucial department of a business’s success, we decide to embark on this journey in order to get some answers about Canadian Tire’s customer service and determine if their prosperity is based on the customer service and also check if they are delivering the best customer service or not, what I think they should implement or improve about their services.

**Section 3: The Findings**

**Name of the Company: CANADIAN TIRE**

**Reason why I chose Canadian Tire:**

I decided my project be about Canadian Tire because they are a large and well-known company, almost every Canadian have had an experience with this company. Moreover, many people probably know Canadian Tire and how well they are doing in terms of making profit. My interest in knowing a little bit more about them is the main reason for this decision.

**Orientation of the questions asked:**

1-what is Canadian Tire really good at doing?

Making sure they deliver a good customer service experience to the customer

2- On a scale of 1 to 5 where 1 is **“very poor”** and 5 is **“excellent”** rate your customer service?

5

3

2

1

4

3- On scale of 1 to 5 where 1 is **“very poor”** and 5 is **“excellent”** how will you describe the involvement of senior management in customer service?

5

4

3

2

1

4- Does Canadian Tire have major problem solving tools to better customer service?

* Yes
* No

5- If yes, please specify

Scanning guns, return policy, etc.

6-On a scale of 1 to 5 where 1 is **“not effective”** and 5 **“very effective”** tell us how effective are these tools in solving clients’ complaints.

5

3

1

4

2

7- On a scale of 1 to 5 where 1 is **never** and 5 is **after every purchase** how often do you reach out to regular clients?

5

3

4

1

2

8- On a scale of 1 to 5 where 1 is **“very slow”** and 5 is **“very fast”** how active are you in reducing errors after an alarming number of clients complain about the same issue?

5

3

1

4

2

9- On a scale of 1 to 5 where 1 is **very poor** and 5 **excellent** describe how good Canadian Tire employees are in listening to clients?

5

3

1

4

2

10- On a scale of 1 to 5 describe where 1 is **“not knowledgeable”** and 5 is **“very knowledgeable”** describe how knowledgeable are is your staff about your products and services?

5

3

1

4

2

11- Do you collect customers’ information

* Yes
* No

12- If yes, do you have a Management Information System to safely guard these information?

* Yes
* No , unless they have to do a delivery

13- What’s the main reason why you collect this information from your customers?

Delivery

14-On a scale of 1 to 5 where 1 is **not important** and 5 **very important** tell us how important is customer satisfaction to Canadian Tire employees?

5

3

1

4

2

15- listen to each of the following statements and tell us to which extent you Agree or Disagree to them.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statements** | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| We do care a lot about how customers personal information are kept |  | Agree |  |  |  |
| At Canadian Tire we make sure all our customers needs and wants are met. | Strongly agree |  |  |  |  |
| We make sure we never run out of stock on a product unless it’s on clearance. |  |  | Neutral(order is done by senior management through an automated system) |  |  |
| We are not interested in what customers think after a purchase(No follow-up). |  |  |  | Disagree |  |
| We always make sure to provide our customers with well trained an informed employees. |  | Agree |  |  |  |
| We are always actively working to improve our customer service at Canadian Tire whether in-store or online. |  | Agree |  |  |  |
|  At Canadian Tire we’re committed to our goals and always keep our promises. |  | Agree |  |  |  |

**Why we asked these kinds of questions:**

We asked these questions because we think they will help us get more insight about the Canadian Tire customer service and enable us to evaluate it. The answers will help us illustrate if Canadian Tire is delivering a good customer service or not, new ideas to be implemented and what can be improved.

**Answers I received:**

The answers are marked **in red** in the set of questions above.

* Upon walking into the store, we notice the layout of the store and how each item was placed by section and number, each section was labelled high above, which means it’s much easier to navigate the store and find what you need with no difficulties. We also noticed from our few visits to the store that, the store owner who is also the manager is always standing right in front of the store which gives a positive impression about how management is also taking part in serving customers.

**Section 4: The proposal**

**1- Proposed Action Plan:**

Canadian Tire should start doing follow-up after purchase, collecting customers’ information, invest in new trends and establish a continuous training for its staff.

**Summary Plan to Implement a Quality Customer Service:**

**a- Understanding your customer service requirements:**

This is crucial in order to give the best customer service experience to your customers. Requirements such as Listening, being available right away, friendliness, being empathetic, keeping promises, etc. towards your customers, knowing these requirements help you continually improve them to be able to always make your customers want to come back to your store and eventually become a loyal customer.

**b-** **Creating your customer visions and services policies:**

Visions are a way of predicting the future, picturing who your customers are is very important as a business it allows you develop a good target plan and structure good services policies such as return policy, online purchase policy, etc. in your customers’ favour as well as yours too.

**c- Dealing effectively with customers:**

Dealing effectively with customers means giving an impressive customer service, doing it right the first time, keeping promises and showing that you care about their complaints and you can solve their issue without wasting time. This is supposed to be done every time you are dealing with a customer whether it is their first time at the store or the tenth time, you must always be ready to deal effectively with customers in order to ensure a great experience to the customer.

**d- Educating your staff:**

Every customer expects a store to provide them with a well-trained staff. Staff training should be a routine for a business that want to make profit, training should be done continuously whether twice a year or more for every staff on any level in order to update skills and improve customer service.

**Section 5: Conclusion**

* **Implement follow-up:** doing a quick follow-up will help in increasing satisfaction and customer tolerance.
* **Provide staff with continuous training:** The Canadian Tire employee said they only receive a formal training once you are hired but after there is no proper periodic training. According to him, the more you stay working in the company the more knowledge you acquire. Continuous training will help Canadian provide more knowledgeable staff than just one or two. By so doing customers will get a high quality experience therefore, increasing customer loyalty and increase revenue.
* **Should start collecting customer information:** Collecting customers’ information will help Canadian Tire determine the specific needs of the customers and will allow them serve customers quicker and save time, therefore reducing costs.
* **Should implement a live chat on their online website:** Customers have to call when they have an issue with an online purchase, with trends changing some customers think it will be easier if they have an online live chat section for faster services. This will increase faster services and save cost.

**Bibliography**

Template for final project by Donald Provençal

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The interviewed Canadian Tire employee