Department Stores: Organizational Culture, Customer Survey and Employee Empowerment

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Organizational Culture, Empowerment and Customer Service in Department Stores
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Economic Impact
- 8,500 U.S. department stores
- Employ over 1.2 million people
- Estimated $1.2 trillion sales in 2011, 8% of GDP

Introduction/Purpose
- Identify sales managers factors that affect customer satisfaction
- Explore patterns of store size as it relates to employee empowerment, organizational culture and customer service

Method

Results (projected)
- When sales associates start new positions is there enough guidance and training?
- How much time per day do sales managers spend resolving customer issues?
- Sales managers’ stress level and workload?

Conclusions/Recommendations
- Initial Hiring and Onboarding Process
- Manager Workload/Stress Level
- Employee Empowerment
- Organizational Culture

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- IPFW

Strengths
- Brand image, private label; MAGIC selling
- Online market

Weaknesses
- Involvement in lawsuits
- Unemployment and consumer confidence; competitive industry

Opportunities
- Threats

Competitive Analysis

Conceptual Model

Sales Manager

Customer

Satisfaction

Sales Associate

Store Size (gross square footage)