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Department Stores: Organizational Culture, Customer Survey and Employee Empowerment

Nicholas Lawrence

Indiana University - Purdue University Fort Wayne

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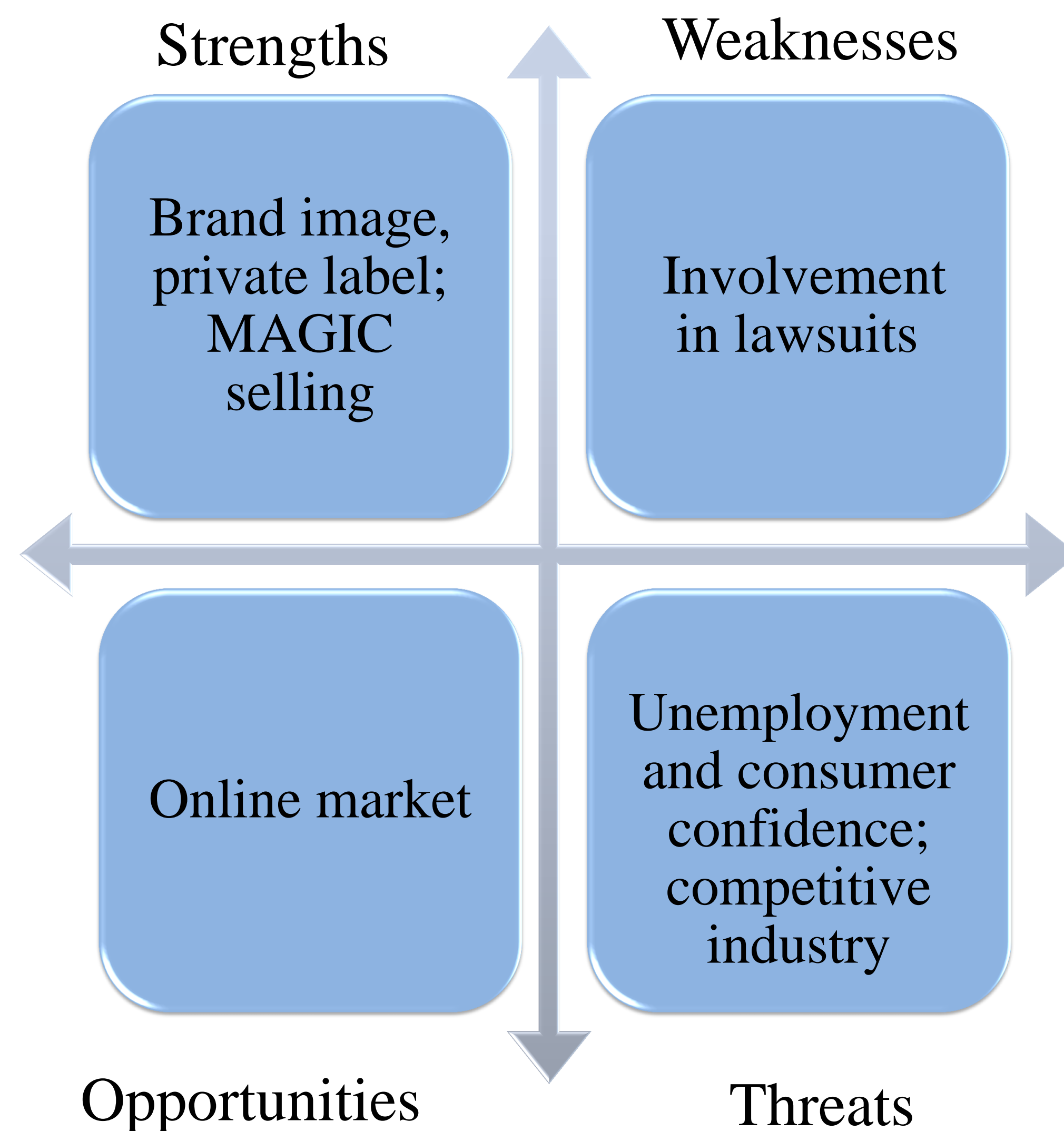
Organizational Culture, Empowerment and Customer Service in Department Stores

Nicholas Lawrence, Business Management & Marketing
Doermer School of Business, Indiana University, Fort Wayne

Economic Impact

- 8,500 U.S. department stores
- Employ over 1.2 million people
- Estimated \$1.2 trillion sales in 2011, 8% of GDP

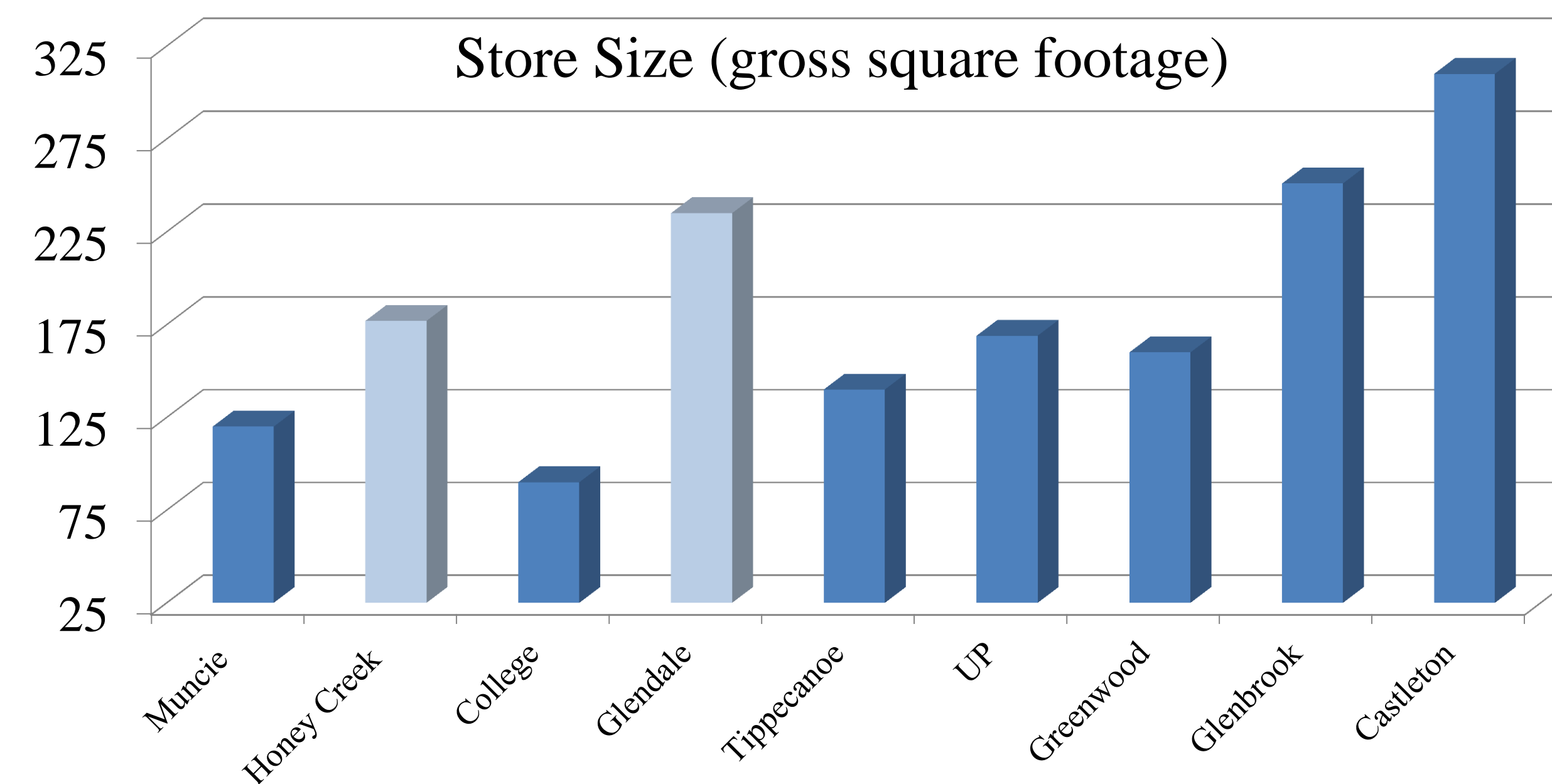
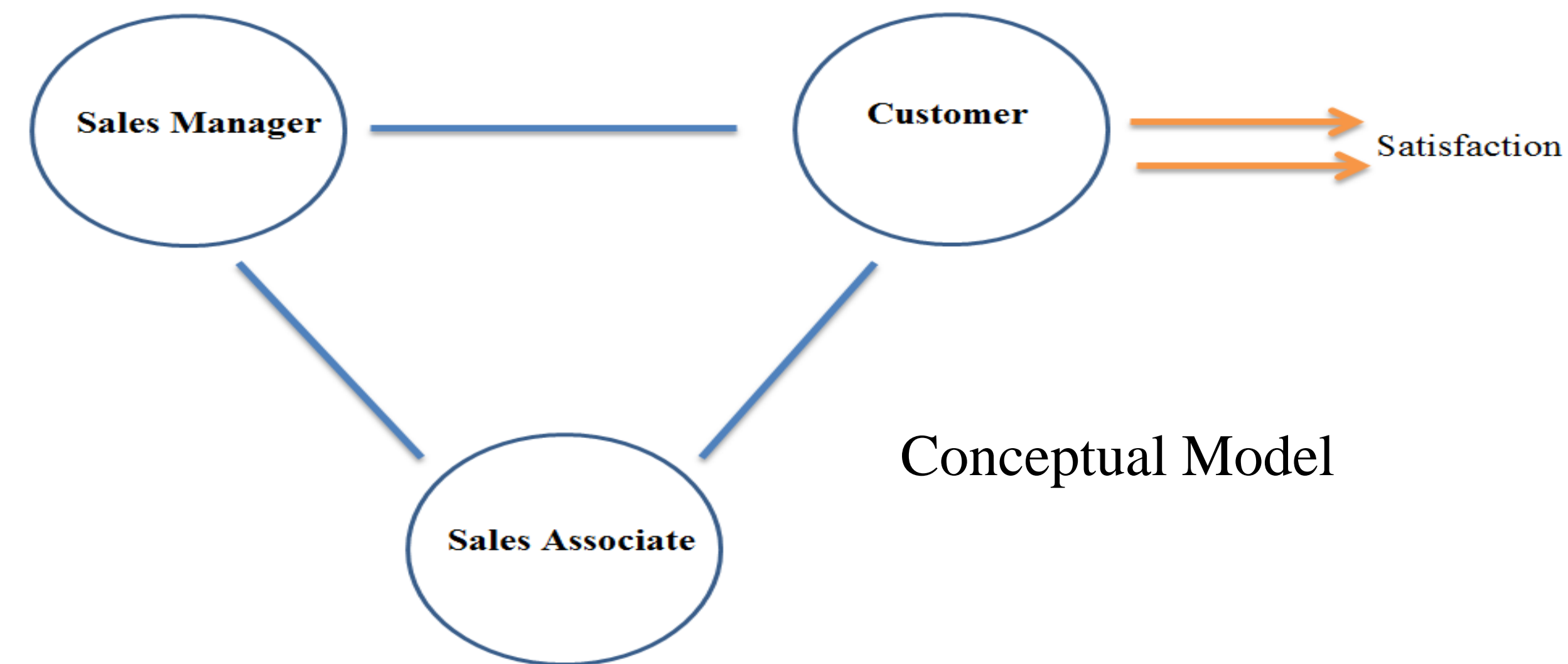
Competitive Analysis



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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