Module – 1- Case Study: "Steins Furniture"

Steins is a leading furniture company that specializes in assemble-to-order furniture, home accessories and home appliances. The company has stores across various countries throughout the world. When Steins wanted to open its store in Mumbai, India, a marketing consultant suggested them to seek a feedback from customers at other Steins stores located in different countries and explain their ideal shopping experiences they wish to have while shopping.

One of the customers explained his/her ideal experience as "I always know exactly where I am in relation to every department". Another customer wished that if he is buying one product, other related products must be located nearby. One customer described ideal shopping experience as pleasant and relaxing.

The managers were living with the whim that they have complete understanding of their customers' expectations. But the feedback was an eye-opener for them. So, they incorporated the results of wish-list into Mumbai project and made every person connected with the project aware of the alterations. The consequence was the development of a new Steins store that has multi-story building in the shape of Pentagon. The building has a central area that acts as a base. To keep the related products close, products were displayed in groups on the aisles. The top floor has provided a place for resting and rejuvenating because of establishment of the Chinease fast food Resturant & Nescafé.

The experiment emerged as a huge success as the number of shoppers, who revisited the store was increased. Shoppers begin to spend longer hours at Mumbai Steins store. The rating of the store by shoppers was raised to "very good" and "excellent" by majority of shoppers.

How services relates to customer loyalty in the preceding scenario? What are the new developments made by Steins store at Mumbai?