



CUSTOMER JOURNEY AND CUSTOMER TOUCH-POINT OF COCA-COLA

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Abstract

Many successful companies have created an effective customer journey map that can contribute to company's achievements. The more customer retention, the more profit gaining, however it is challenging a firm to have its customers' minds. Coca-Cola can be a great example when the company get a clear grasp of the customer journey. The article presents the strategies of coca-cola about customer journey. Also, shows an overview of how coca-cola use communication marketing strategy to improve customer awareness, then persuade them to buy coca-cola products. At the end, the article makes some recommendations for coca-cola to enhance customer satisfactions as well as customer brand awareness.

Keywords: Customer Journey, customer touch point, communication, marketing strategy, Coca-Cola

INTRODUCTION

More and more there are a great deal of expectations from customers to their buying's products, while the competitive level has increased significantly. Thus, companies need to try their best to meet their customers' requirements. One of the important step in this process is building up a good plan of marketing communication (Steve Bird, 2004). Coca-Cola has been known as one of the biggest successful companies in the world, established in America in 1982. Initially, it produced syrup only, but there are a number kind of soft drinks and beverages spreading in more than 200 nations.

Following (The Editors of Encyclopaedia Britannica, 2020), in 2019 Coca-Cola has been in the top of valuable brand name when it gained more than 63.3 billion U.S. dollars. In the chart 1 which has showed the statistics of global revenues and operating income of Coca-Cola in latest 10 years from 2010 to 2019, it reached the highest point of revenue and income amount in 2012, then falling down in the following years, however it seemed be recover in 2019.

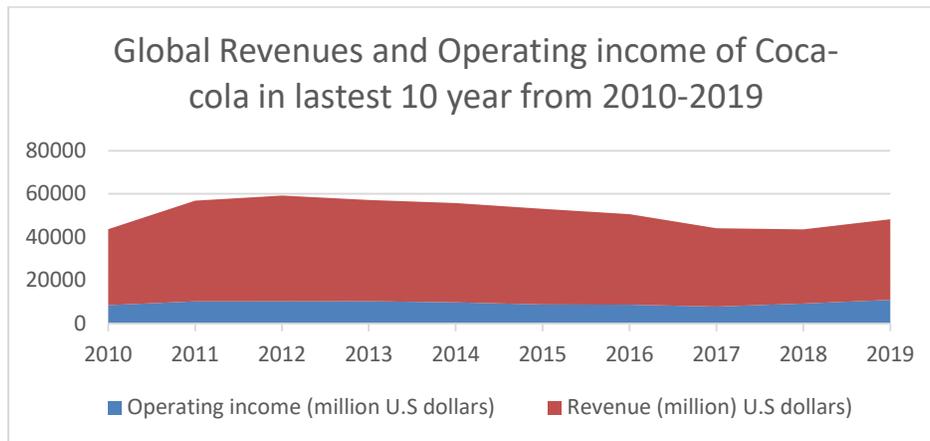


Figure 1: Global Revenues and Operating income of Coca-Cola in latest 10 year from 2010-2019

Source: (www.staticta.com, 2020)

As many other big companies, Coca-Cola has been successful in using touch-point in many marketing communication channels. The way Coca-Cola has used impressively which makes its competitors have to work hard to maintain their market. The study will focus on studying how Coca-Cola use marketing strategy, especially customer journey map and touch point to pursued their customer buying decision

REVIEW AND FINDINGS

In simple words, marketing communication is considered as how a company employ tools or channels for its strategies to gain its goals (Richard J. Varey, 2002). The channels of marketing communication refers to a communicating approach used to convey a message by a firm to persuade its target customers. Whereas, the tools of it can be advertising, social media or public relation (Jerome M. Juska, 2017). There is not a fixed model for all companies in marketing communication. It can have several ways for companies can do to enhancing awareness of customers about their brand name. Normally, there are 9 points in process of communication (Larry Percy, 2014)

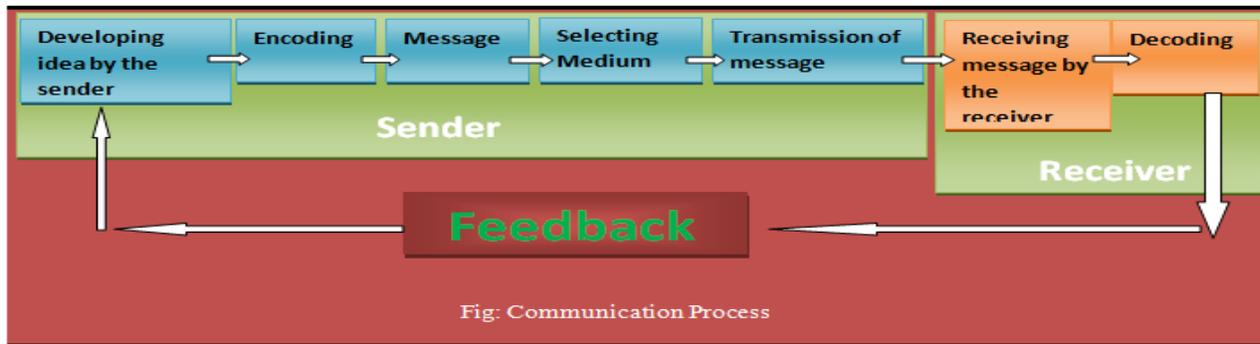


Figure 2: Coca-Coca Integrated Marketing communication

Source: (www.thebusinesscommunication.com, 2020)

Table 1: Customer Journey and Customer Touch-point of Coca-cola

Advertising		Coca-Cola employs media to convey its coded message to customers. All channels of newspaper, TV commercials, social media posts...etc. are used effectively
Personal selling		Using staffs to sell face-to-to customers Customers are so excited with “cold coke right here”
Sale promotions		Big Sale promotions when introducing new products. Coca-Cola use this tool for both retails and food services.
Public relations		A Smart way, which Coca-Cola used, is PR to influence people. Coca-Cola organized famous events to gain attentions of people, by doing that new potential customers can have awareness of its brand name.

Customer journey is defined as a map which present about how a company understand its customers. The map followed by a purchaser via a thing named touch-point before the buyer make buying decision (Jennifer L. Clinehens, 2019). Based on the map, the company can know how their customers behave when they observe their website for example, thus the company can how to improve the trip, and more important to make customer retention (Gerardus Blokdyk, 2019). In general, customers tend not to buy an item immediately, they are likely to look at the brand name and the product few times before buying it, which is considered as touchpoints (Paul Russell Smith, Paul Smith, Chris Berry, Alan Pulford, 1999). With offline advertising, it seem not be easy to create the map of customer journey. Customer journey normally has five stages including awareness, consideration, decision, retention and advocacy (John Egan, 2007).

Customer Journey Map	Awareness	Consideration	Decision	Advocacy
Website		(4)Defining specifications		(7)Existing customers Visiting website Coca-Cola.com
Store			(5)Where customers can make orders	
Post/Facebook/Page				(6)The Coca-Cola buyers give feedback about service and quality of product.
Public relation	(1)Where Coca-Cola show information to potential customers			
Social advertising	(2)Where customers can search for Coca-Cola information			
Online Advertising	(3)Where customers can know about benefits of Coca-Cola products (price/promotions/ its services...etc.)			
Loyalty Program				(8)increasing customer retention offer to customers

Awareness is the familiar stage with branding strategy. Coca-cola has use the successful channel of word-of-mouth. The coca-cola has used this channel in term of motivating customer awareness about coca-cola products. Traditionally, most potential buyers can observe the coca-cola products on TV, event, stores and especially in social media. All channels has worked well when bringing to the potential customers with impression. After that they are able to remember the brand name and look at the coca-cola products.

Turing to consideration stage, customers will think about their decision that if they should buy this products or not? Does the product bring exactly which they need and satisfy them? Dose the item can bring more benefits than its substitutes (Larry Percy, 2008). At this stage, coca-cola has used online advertising as the key touch-point of it. From the internet, customers can search for many kinds of information about coca-cola brand name, and coca-cola products. It also is easy to compare prices and promotion of coca-cola with other substitutes to see how benefits customers gain.

Next, it is buying decision. It is clearly that customers only want to buy a product when they feel that this product can bring them satisfaction with cheapest price and highest quality or service (W. Fred van Raaij, 2011). In order to work with this stage, coca-cola has showed all necessary information which customers need in the internet. So, customers just search for what they want to know, then making decision of purchasing the products.

Regarding retention step, it is a very important element for every company to develop itself. This stage will defined if the company can become success or not (Guy Masterman, Emma Wood, 2007). Thus, all companies work hard to realize it. Coca-cola find its own path when they try to collect data from their survey about customers requirements matching with customer genders/ health... etc. customer has given feedback via phones, or comments on facebook... based in the valuable information, coca-cola has produced new products or improve old products which can satisfy big range of customers, or for each customer group. For example, diet coke for diabetes or overweigh people,

The last stage is advocacy. In this stage customers is not only become a loyal buyer of the product, they also recommend their friends or family to buy the product as well (Paul Russell Smith, Jonathan Taylor, 2004). Coca-cola has used promotion programmes for it, customers can gain vouchers or combo with low price when coming to buy at group.

CONCLUSION

The study has presented the strategies of coca-cola about customer journey. It shows an overview of how coca-cola use communication marketing strategy to improve customer awareness, then persuade them to buy coca-cola products. There can be have some

recommendations for coca-cola to enhance customer satisfactions as well as customer brand awareness. The first recommendation can be bringing various flavours to customers depending on customer groups, based on their history of health. The second recommendation can be creating products following the local taste. The approach may take time, but it can bring a mass of benefits. Local taste should be surveyed carefully

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