

# Research on Optimization of Customer Satisfaction Enhancement Strategies in M Catering Company

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**Abstract:** *With the development of the economy and the continuous improvement of people's living standards, people's expectations for dietary health are getting higher and higher, which put forward higher requirements for M Catering Company. Firstly, M Catering Company insists on attracting and uniting consumers with corporate culture. Secondly, M Catering Company enhances the differentiated services, focuses on the characteristic innovation, enhances the competitive advantages in the industry, and according to the changes of the actual situation, forms its own business characteristics for different groups in order to meet the differentiated needs of consumers. In addition, M Catering Company launches group purchase packages and discount offers to ensure product quality while lowering prices. Finally, M Catering Company's precise brand positioning and differentiated customer dining experience not only further improve consumer satisfaction, but also greatly improve M Catering Company's operation level.*

**Keywords:** *M catering company; customer satisfaction; strategy optimization introductory*

## 1. Introduction

Customer satisfaction (CSI), also known as customer satisfaction index, is a concept first proposed by foreign scholar Cardozo in 1965<sup>[1]</sup>. Customer satisfaction is the inevitable product of rapid economic development, but also the inevitable result of the popularization of the concept of human-centeredness, which is the eternal pursuit of enterprises, but also to improve the competitiveness of the secret weapon. Therefore, the study of customer satisfaction is not only the updating of relevant theoretical knowledge, but also an important aspect of exploring and discovering the way of development of enterprises in various industries. With the continuous improvement of people's consumption level and quality of life, dining out has become a norm, which has led to the rapid development of the catering industry.

With the improvement of the quality of life, customer demand also tends to diversify, customers dining out not only focus on the quality of food, but also pay more attention to the quality of service. Under the new customer consumption demand, catering enterprises are committed to explore how to meet the new needs of customers, improve customer satisfaction, so as to increase the enterprise's income and enhance the reputation of the enterprise. This paper draws on previous research on customer satisfaction in the restaurant industry through data collection methods and proposes an optimization strategy for M Catering Company to improve customer satisfaction.

## 2. Improvement of corporate culture image

In order to develop steadily in the midst of fierce competition, M Catering can further enhance both its corporate culture and social responsibility by improving its corporate image so as to establish an excellent corporate culture image. First of all, it can establish an advanced corporate culture by integrating the catering business with corporate culture and elevating the operation to the level of corporate culture. By combining material elements, formulating policies and systems, and cultivating employees' emotions and attitudes, a cultural atmosphere that is both individually appealing and reflective of the industry's characteristics can be created. Cultivating exemplary characters can play the role of modeling, guiding public opinion and uniting people's hearts<sup>[2]</sup>. Some high-end catering enterprises, especially the century-old stores with a long history, often have some legendary figures or stories in their operation, which demonstrates the values and organizational strength of the enterprise. Secondly, it is necessary to fully implement the concept of green catering, including the development of green set meal rooms, children's healthy meals, women's weight loss meals, etc., and actively

participate in public welfare and charitable causes. Dig deeper at the level of corporate culture and image, do not blindly imitate, gradually accumulate experience, and gradually form their own style or characteristics, to create an excellent image of Chinese catering enterprise culture, and move from local cities to the national catering industry to create a broader market.

### **3. The introduction of group purchase packages and discounts**

Despite the fact that the economy and society are developing rapidly, not all industries have been able to make significant gains in value, and some have even regressed, bringing about a decline in the perception of value for consumers. Companies should think about their strengths and weaknesses in terms of long-term goals and combine a price-based value proposition with improved customer satisfaction. Developing an effective group-buying package or implementing a discount offer strategy is an important factor in enhancing customer satisfaction<sup>[3]</sup>. For M Catering Company, it can analyze the various factors affecting consumers' purchasing behavior decisions and make suggestions for adopting targeted discount strategies for different product and service characteristics.

#### ***3.1 The group purchase scheme can be optimized***

The directly-managed outlets of M Catering Company can quickly gain attention on the group purchase platform by launching cost-effective packages<sup>[4]</sup>. According to the different packages with different combinations, it can reasonably satisfy customers with different combinations of needs, so as to optimize the group-buying program. When setting packages, it is necessary to consider the characteristics of the customer flow and consumption strength of each store in each time period, and reasonably arrange the capacity, avoid the peak period, and attract traffic in the low peak period. In addition, taking into account that the group-buying platform needs to charge a handling fee, the set menu design should pay attention to the appropriate release of production capacity under the premise of not increasing additional labor costs, and can choose high-margin dishes to match to ensure that the gross profit margin of the restaurant. After the customer dines, you can take rebates, red packets, free orders and other means to effectively mobilize more customers to actively participate in the platform's merchant evaluation. This is not only conducive to the formation of group-buying activities of the word-of-mouth marketing effect, but also indirectly affect the customer's expectations of the group purchase, greatly improving the satisfaction of restaurant customers.

#### ***3.2 The development of discount favorable price strategy***

Adopt flexible promotional methods to increase sales<sup>[5]</sup>. For the more fixed cost of the restaurant industry, if you can carry out a variety of combined promotional means in a certain period of time, will achieve better results. For the cost of often change the catering industry, should be based on its characteristics to develop appropriate promotional programs. For example, various discount offers and limited period catering consumption coupons should be introduced to attract customers on weekly membership days, Chinese New Year, May Day Labor Day, National Day, etc., and the price competitiveness should be improved through secondary promotions. In addition, M Catering Company can also implement the strategy of "more food, more discounts", i.e., when a customer's consumption reaches a certain amount, he or she can enjoy a discount on the next meal, and the discount rate can be varied on a case-by-case basis. This kind of flexible and maneuverable promotion can make the best combination of meal price and sales volume, attracting more customers into the restaurant to consume, and thus obtaining greater profits.

### **4. Enhancing differentiated services and focusing on distinctive innovations**

Catering industry to service as the purpose, quality service can effectively improve customer satisfaction, the formation of brand effect, and then enhance the market competitiveness of the business<sup>[6]</sup>. In the service process, customers' relaxed and pleasant consumption experience is the key to secondary consumption. In addition to improving staff treatment and protection, organizing effective company activities and training to reduce staff turnover, the company should also be the starting point for the customer, the following improvement measures.

#### ***4.1 Standardized service is the foundation and personalized service is the key***

Only by laying a good foundation can we give full play to the key role of personalized service. A catering company lacking standardized service cannot operate for a long time, and if the service lacks characteristics, it cannot be spread to customers' friends and relatives. Therefore, standardized service and distinctive service are mutually influential and interrelated, and neglecting any of them will affect the effectiveness of the whole catering company.

#### ***4.2 Further improve the service consciousness of catering staff***

The service quality of a catering outlet determines the degree of effectiveness of the catering industry, of which service is an important part. Catering employees need to know more about service knowledge, internalize service awareness and provide customer satisfaction. In addition, restaurant operators need to have the ability to think differently and view service as an employee because consumers are concerned about the service quality of restaurant employees. Therefore, catering enterprises should focus on the comprehensive quality of employees when recruiting.

#### ***4.3 Continue to improve the quality of extreme personalized service***

Details are crucial when implementing the ultimate personalized service. Incorporating extreme personalized service into the corresponding system and transforming it into guidelines that employees need to implement is conducive to stimulating employee motivation. Positive service attitude can win the favor of customers and help customers get a pleasant mood. Therefore, the staff of the restaurant must have a high degree of service consciousness, the implementation of positive and careful service. The meaning of extreme personalized service is to make consumers get psychological satisfaction. Therefore, only by implementing the ultimate personalized service in place can customer satisfaction be continuously improved.

### **5. Pay attention to the matching of ingredients and optimize the variety of dishes**

Reasonable ingredient combinations are essential for food to achieve health and wellness. Reasonable allocation of ingredients can ensure that consumers can obtain sufficient calories and nutrients from food, ensure a balanced diet, and achieve the purpose of healthy eating. Different ingredients contain different nutritional values and nutrients, and there are differences in nutrients, and too much or too little intake will have an impact on people's health, therefore, M Catering Company should analyze the nutrient properties of cooking ingredients from the perspective of nutrition, and achieve scientific and reasonable ingredient mixing from the analysis of nutrients and their proportion. In addition, M Catering Company should continue to develop the culinary arts, bold innovation, improve cooking skills, dare to create a characteristic, in line with the modern concept of diet, nutrition and health, green and natural dishes. The life cycle of the dishes is getting shorter and shorter due to fierce competition in the catering market, if M Catering Company is sticking to the old ways and fails to maintain novelty and uniqueness, it will be quickly discarded by consumers and eliminated from the market, therefore, optimizing the dish categories is crucial to the stable operation of M Catering Company<sup>[7]</sup>. M Catering Company should take into account the consumers' age, gender, preferences, etc. to optimize the dish categories continuously, increase the number of dishes, update the menu on a regular basis, stimulate the curiosity of consumers and attract consumers. M Catering Company should take into account the consumers' age, gender and other factors to continuously optimize the dish category, improve the number of dishes, regularly update the dish menu, stimulate the consumers' curiosity, attract the consumers to visit the restaurant for many times, enhance the customers' loyalty, and promote the stable and good development of the restaurant.

### **6. Precise brand positioning, differentiated customer dining experience**

In today's fast-developing fan economy, Netflix-type brands are gradually becoming more prevalent, leading to an increasingly serious homogenization problem for M Food & Beverage, where the ordinary customer dining experience cannot attract consumers to return frequently. Therefore, it is particularly important to find the right brand positioning and provide a differentiated dining experience. Firstly, Catering Company M should focus on category positioning and use digital technology to integrate online and offline information resources, to fully and accurately understand consumer needs,

to create high-profile core products, and to establish a unique market positioning and brand image. Secondly, M Catering Company should reasonably plan the positioning of price grades according to the characteristics of its own products, the characteristics of the surrounding market and its future development strategy, so as to meet the needs of various types of consumers<sup>[7]</sup>. At the same time, it should establish a vegetarian catering brand suitable for the characteristics of mass consumption, ensuring unique flavors, high cost performance, and reasonable and convenient location layout. Finally, M Catering should focus on enhancing consumers' emotional experience and implementing differentiated cultural positioning. Through different brand systems and unique dining experiences, it conveys a unique emotional experience to consumers.

## 7. Conclusions

This paper takes M Catering Company as an example to optimize the strategy of customer satisfaction in several aspects. Firstly, by improving the image of corporate culture, it enhanced customers' recognition and trust to the company. Second, the introduction of group purchase packages and discount offers attracted more customers' patronage and enhanced their satisfaction. Thirdly, focusing on differentiated services makes customers feel personalized care and enhances their satisfaction. Fourth, focusing on specialization and innovation, focusing on matching ingredients and providing unique dishes further enhanced customers' satisfaction with the restaurant. Finally, by optimizing the variety of dishes and brand positioning, customers were able to get choices that met their needs and tastes, enhancing their dining experience. By optimizing these strategies, M Restaurants expects to increase customer satisfaction and achieve better business results.

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