

Dixons Retail Plc in Consumer Appliances (United Kingdom)

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Abstracts

Dixons Retail Plc is focused on increasing customer interactivity and advocacy during the forecast period as more and more consumers are interested in increasing their awareness of differences among appliances. The company is focused on providing high levels of customer service, with well-tracked customer feedback and survey systems both in-store and online. The company has set itself a target to improve customer service, choice and range of products, efficient and faster delivery system and...

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