

ABSTRACT

This research examines the strategic efforts of Amazon DTM8 in Krefeld, Germany, to improve customer satisfaction during the peak shopping season, particularly around events such as Black Friday and Christmas. The study aims to explore how delivery speed and seasonal discount strategies are implemented both independently and in combination to enhance the customer experience. Using a qualitative descriptive method, data were collected through in-depth interviews, participant observation, and document analysis during a three-month internship at Amazon DTM8. Thematic analysis using NVivo 14 software revealed that delivery speed improvements—such as workforce expansion, restructured fast-pick zones, and dynamic routing—played a vital role in maintaining operational efficiency. Meanwhile, personalized, data-driven promotions effectively engaged customers and encouraged purchases. The synergy between fast delivery and strategic promotions was found to significantly increase customer satisfaction, strengthen perceived value, and boost brand loyalty. This study contributes to marketing and logistics literature by presenting an integrated framework that aligns operational and promotional strategies during periods of high demand. The findings provide practical insights for e-commerce businesses aiming to optimize performance and customer satisfaction during peak seasons, and suggest opportunities for further research across diverse geographic and organizational contexts.

Keywords: Amazon, customer satisfaction, delivery speed, seasonal discounts, e-commerce strategy