

# [Fedex](https://assignbuster.com/fedex/)

FedEx Describe challenges presented to management due to managing existing technology? Existing technology is always on the move as far as FedEx is concerned. The reason for the same is that there are advancements being made in the relevant fields of service delivery and courier industry in general. Then the growing use of technology and its attachments means that more and more emphasis is being laid on the fact that service and value for the end consumers is pertinent, since these are the people for whom FedEx is in business and its operations are heavily dependent upon customer satisfaction, retention and loyalty towards the organization, which at the end of the day is the leading brand within the courier fraternity. The different challenges that do arise within such a context include understanding of the relevant technological changes, analyzing which advancements are suitable for FedEx and its processes, adopting to the different technological mainstays and thus getting instant results for the very same. There has to be a real vision and working regime behind the scenes which plays the right strokes at all times possible and no hiccup must be entertained under such a competitive industry where competitors are running after each other’s customers day in day out. Management must prioritize the tasks which are there to be undertaken by the subordinates and more so coming directly under the technological quarters. What this will do is to automate the processes since delegation of tasks and duties is one significant aspect that FedEx could look to do in the long run.
What innovative approaches toward business functions in partnering with sites that draw together like-minded customers (e. g., electronic neighborhoods, reinventing commerce, extracting information from data exchange)?
The innovative approaches in the wake of the ever-changing business needs and technological regimes are immense since FedEx has to remain one step ahead of the competition at all times. This is because it is an established name and it has to play with its tag and reputation whilst offering state of the art services, value for the customer and customized offerings – all in a single go. It becomes challenging nonetheless to live up to the expectations of one and all. However what FedEx can do is to be more creative and think out of the box to satisfy the needs, wants, aspirations and desires of the customers. This, it could do through the incorporation of technologically advanced equipments at different sites like having electronic neighborhoods where the usage of WiFi is just a single example which could be made use of. Another is in the form of data exchange through information outlets which are made available at different places, all at the convenience of customers and on a global scale nonetheless. The business functions would benefit in an enormous manner through these steps as it would give them a direction to be more proactive in their measures and to bring out offerings geared to suit the needs and cravings of the target audiences that FedEx is proud of having. All said and done, putting a lot of emphasis on the usage of e-commerce is something that could reap rich dividends for FedEx in the long run.
References
Author Unknown. (2006). How Come It Took Em This Long? The Washington Times, November 27
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