

Portfolio in order to retain old and attract new customers essay

[Business](#), [Decision Making](#)



This memo is to inform you regarding the operational malaise that is being observed by the department and measures that need to be implemented promptly to correct the issues. The problems have created extreme discomfort and uneasiness within the department at the organizations communications department. The strict hierarchical structure has been an impediment in the efficient and effective management of the department. Lack of motivation is inherent amongst the employee which is hampering productivity. This is linked to another very important source.

Technology driven customer migration is the primary source in the form of internet. Our department does not even have funds to increase our products and services in order to retain customers. For e. g. the software Skype is a major obstruction to our international calling packages and rates. Measures need to be taken to combat this crisis. Suggestions include a more decentralized structure for the department so that employees can participate in decision making and better and more effective decisions can be taken. Moreover, funds need to be allocated so that newer services and products can be added to the portfolio in order to retain old and attract new customers.

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