

# Case study on customer service

[Business](#), [Marketing](#)



## Question 1

When custom fabricators started business, was the focus on customer service or on resource utilization. Please discuss both customer service and resource allocation and your reason for choosing which had the major focus. At the time was it a sustainable model? Why?

Just to begin with, I would like to state that when customer fabricators started business the main focus of the business was in resource allocation as opposed to customer service. However, before the author outline some of the reasons why he thinks that the main focus was on resource utilization, the author will first begin with discussing about the customer service and resource allocation in respect to operations management.

The term customer service refers to the provision of services to the customer before, during and after the purchase of goods and services. The quality of the provision of customer services is recognised as being of great importance. Research shows that the business organizations that deliver high quality services to their customer gain advantage over their existing competitors. (Wright and Race 2004).

It is prudent to note that customer service and the quality of services are not easy factors to define or to take into consideration. This is because any service being offered to the customer entails a mixture of certain physical items which form part of the service and the interaction that exist between the services being offered by the organization to the customer.

The fact that the services being offered to the customers by the organization vary from organization to organization makes the likelihood error high and

often visible to the customer who is present in at least some parts of the services being offered by the organization.

In order to deliver high quality services to the organization, there is need for the implementation of the operational systems. Implementation of the operational systems shall ensure that quality services are delivered to the customers. The following are some of the dimensions which ought to be considered while delivering services and products to the customers. (Wright and Race 2004).

### **Framework of time dimension.**

It is prudent to note that delivering quality services to the customers does not only entail delivering quality products. However, such services should be able to answer comprehensively the following questions.

- How can a customer get the service
- How long will it take to deliver the services to the client?

This implies that as far as there quality products may be made available to the customer, it is good that these products be made available in good time and at the right place. The organization should avoid wasting customer's time through queuing.

### **The fault freeness dimension.**

This dimension answers the question of whether the service process and products are free or errors or faults. The organization should ensure that the services being offered to the customers are free from errors.

**The flexibility dimension.**

This dimension provides the answers to the question on how well the service organization coping to the needs of the customers. The organizations management should ensure that they are capable of coping up with mistakes. For instance wrong response made too late or those of the customers such as incorrect labelling. Flexibility can also be achieved by introducing new services to the customers.

**The style or the soft dimension.**

The style dimension provides answers to the question: what is the house style or culture of the service organization. The organization should consider the following.

- Appropriateness of the attitudes of the service personnel. The organization should also ensure accessibility of the service organization

**Safety dimension.**

This dimension is concerned with the question of whether the customers feel safe. In order to ensure that the customers are safe, the organization should ensure that the following factors are properly instituted in the organization:

- Confidentiality
- Trust
- Security
- Honest

In conclusion, it is prudent to note that delivering quality customer service is not an easy task. This implies that the organization should ensure that all the

customer service dimensions are properly instituted in the organization if quality customer services are to be delivered.

## **Resource allocation and utilization**

The term resource allocation refers to the process through which the available resources in the organization are allocated in the most economic way. It is prudent to note that the current economic situation calls for proper utilization of the available resources within the organization. This calls for tough decisions to be made regarding on how to allocate resources.

The decision on how to allocate the available resources should answer the question about how, where and when. Resource decisions aren't new but are instead very urgent because of the uncertain economy. Some of the managers do allocate resources without making proper decision on how, where and when to allocate resources.

## **Resource allocation process**

It is prudent to note that resource allocation process always enable the organizations to allocate the resources in the most effective way within the organization so as to ensure that resources are properly utilized. Resource allocation process enables the organization especially the executives to make informed decision regarding the allocation of resources in a given organization. (Norton and Kelly 1997).

The process enables the executives to make decisions quickly, without wasting time, money and resources. The process of resource allocation enables the organization to quickly deliver the goals and objectives set and to ensure that the available resources are used in the most effective and

efficient manner to achieve the set objectives within the shortest time possible. In order to ensure proper utilization of resources within the organization, proper process have to be instituted that provides the guidelines on how the resources are to be used within the organization. The following steps are prudent in resource allocation. (Norton and Kelly 1997).

- Defining the mission
- Inventory your resources
- Inventory your project
- Reallocate resources using the resource allocation matrix.

### **Defining your mission statement.**

The organization should have proper mission statement. The mission statement is critical because it communicates the purpose for the organization hence providing a basis for the staff members to make informed decisions on how to properly utilize the available resources in the organization.

### **Inventory your resources**

It is important to understand of where the staff members will spend their time. This can be made possible through coming up with a quick employee survey which will enable the management to understand the levels of human resources that are available in the organization. This will then be used to effectively utilize the available human resources.

### **Inventory your project.**

For resources to be effectively utilized in the organization, it is crucial to inventory the project. By inventorying the project, the executive

management will be able to understand the purpose or goals of the project, resources allocation among other things which in turn shall ensure that resources are properly utilized in the organization. In conclusion, it is prudent to note that despite the main focus of the organization initially being resource utilization, it was not a sustainable model because resource utilization could not maximise on profit without first focusing on customer service.

b.

Initially the business used to make control panels only for the elevators. However, now, the business organization is able to make all kinds of special brackets and the panels for the plant. This actually is great for the company because it shows some form of improvement in the business operation. The business has changed from one which only dealt with control panels only for the elevators to one which deals with all kinds of special brackets and the panels for the plant. The organization has also managed to set up what the plant needs in these parts with very little lead time. Another new product and which the organization has managed to come up with is elevator motor housing; this is a massive box that contains the motor and control electronics for the elevator. This is the company's new biggest money maker. By outsourcing manufacturers and allowing their able employees to get attracted to custom Fabricators business. They can reduce the risk of losing their employees through offering them better salaries and also better conditions of work.

c. Diagram for the supply of products.

## **CUSTOM FABRICATORS Orleans.**

Supply chain.

Custom fabricators Orleans

Free market

Outsourcing products.

Some of the major issues now facing Orleans include: the Orleans new action which aims to reduce the cost associated with its elevators is likely to lower the profit margin of the Custom Fabricators. The Orleans working with the free market and its intention to identify approximately fifty potential suppliers is likely to lower the level of products the Custom Fabricators supply to the Orleans Company. This also might lower the profit.

Mc Donald marketing process: market and the environment analysis, fixing marketing target, setting marketing strategy, marketing mix, marketing controlling.

### **Marketing entails the following processes**

It is important to note that the Mc Donald restaurant across the world is experiencing different challenges.

Challenges for McDonald's India

The major issue here was beef. This is because the cow being sacred, beef could not be served. The Muslims also did not eat pork. It is therefore important that cow and pork be replaced by the vegetables.

### **Competition from the local food retailers**

The business recorded an intense competition from the local food retailers who had been doing business for years. It is believed that familiarity with the



local market and the understanding of the local taste gave them a competitive edge. In order to avoid stiff competition from the local retailers, I would advise the Mc Donald restaurant to carry out marketing research in order to determine the taste of the local citizens.

## **Target market**

The organization has to be directed to the right target market in order to establish new products. It is therefore prudent for the organization to understand the consumer market.

## **Pricing**

Pricing is a very critical factor in marketing. I would advise McDonald to apply psychological pricing in their products if they are determined to counter competition arising from their opponents.

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