

Global teams case

Business



Sun Microsystems Inc. James has managed his global team well through coordinating his sales team in Mumbai, India and France. James even takes the initiative to travel to the foreign countries to resolve customer related issues with the team base in those countries. According to Neeley and Delong (2009), Greg has a track record of efficient customer relation management given the Sun best global manager award he received as a gesture of honor his outstanding customer management skills.

2

Nick is responsible for the HS holding crisis because he was considered uncooperative by a couple of his colleagues to an extent they considered him unapproachable. In this regard, correspondence between various parties and the customers could not work out. The crashing of the server for two hours also caused the customer outrage (Neeley and Delong, 2009). Additionally, the Sun global working schedule protocol had a problem. For instance, the weekday and weekend call protocols were not clear to every team member.

3

Open work environment served to provide every member of a Sun Microsystems Inc team with an opportunity to innovate, create and make technological discoveries to boost the performance of the esteemed information technology company. It enabled the various teams on a global scale to be innovative and manage any problem related to the company's products and services instead of relying on few personnel.

4

Diversity served to meet unique customer demands. Additionally, diversity served to resolve the language barrier problem because the sales team from <https://assignbuster.com/global-teams-case/>

every region could perfectly meet the needs of customers hailing from such places. Neeley and Delong (2009) assert that diversity also served to give Sun Microsystems a global image. This aspect also enhanced the creation of new marketing niches for the company hence increase of revenue.

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Greg James should resolve the protocol problem and ensure synergy among his team members in the long-run. Synergy will eliminate friction in correspondence between the customer and Sun Microsystems company sales team. The company should also ensure that clients are informed of any emergency in good time to avoid litigations.

Reference

Neeley, T. and Delong, T. J. (2009). Managing a Global Team: Greg James, p. 1-6.