

There are some effective ways by which organization can manage complain report ex...

[Business](#), [Company](#)



Business Report

Executive Summary

Introduction:

Complaints can be termed as the disappointment of the customers. It is very imperative for an organization to manage complaints system so that they can retain their customers because if the customers are not satisfied with the organization, then the business must be ready to suffer dreadful impacts. A good organization can find a different way to make them unique from their business rivals. The management of the complaint is the most challenging stage for any organization because success is predominantly dependant on how efficiently they can manage complaints. It is necessary for the organization to define a proper customer service standard as well as guide them for proper and effective complaint handling system so that they can discuss concerns easily according to their expectation.

- Improved efficiency
- Auditable system
- Customer confidence
- Synchronization
- Management system
- Management focus
- Customer satisfaction
- Credibility and;
- Brand improvement

The main perspective of this assignment is to make a complain sheet of a

chosen company. The company that has been chosen for the same analysis is Dell Computers.

Main Body

Customer feedback can play a vital role to all organizations through which organization can get their customer insight and experience about the product. Therefore, it can provide help to find loopholes in the product or flaws in the services, as well. The importance of managing complains is valuable for the organization with the help of which they can find the area of improvement and also can manage dissatisfaction of their customer.

Managing complains depends on the good communication skills, because complaint handling grants three effective advantages for the organization which are as follows:

- It can help to resolve customer dissatisfaction issues.
- Provides help that can be vital in improvement of delivery and services and;
- If the complaint handling system is working well it can help the organization to make a good relationship between customer and the management.

The chosen organization for this particular assignment is Dell Computers.

Dell Inc is an American based privately owned multinational computer technology, based in Round Rock Texas, the United States of America (USA).

The company develops, sells, supports and repair computers and computer related products in order to serve. It is one of the largest technological based companies of the world, which has more than 103, 000 employees are working with the company. Dell sells personal computers, data storage

devices, network switches, HDTVs and camera printers. Dell is known as the third largest PC vendors in the world after HP and Lenovo. The shares of the company are actively trading in the New York Stock Exchange (NYSE). The company earned net revenue of US\$ 56. 94 billion in the year 2013 with net income amounting to US\$ 2. 37 billion. There are more than 100, 000 employees are working with the company. It is required to document about 50 complaints of the chosen organization, and it is required for proposed effective solutions to overcome on the same in particular.

In this particular assignment, it is required to analyze the nature of complaints that the company is having in their own operations. There are a number of complaints that have been found within the operations of the selected company in particular. There are various issues which are adhering with the including the pricing, product, place and promotional based strategies as all of these strategies are required to change merely to become effective.

Products are the end units of an organization, which introduced by the company in particular and the product strategies should be in line and perfect for the sake of the organization. Unfortunately, Dell does not have effective strategies in particular which is less effective for them in particular. Development is requiring overcoming and coming up with new and effective product based strategies to become economically prosperous and active in the market. The company has to make sure the strategy should be changed to “ ANALYZER” strategy, in which the company should make them effective in terms of analyzing products of the peer companies to bring prosperity.

The aspect of Pricing is quite significant from the viewpoint of the

organization and organizations have to make their strategies in a manner from which they can enhance the productivity of their organization in particular and customers always concerned with the pricing they are getting on a respective product. The pricing strategy, which Dell is using in the current environment, is competitive in some regions; while, in some regions, the pricing strategy is Cost Plus. There is a need to change the pricing strategy of the company, because the current pricing strategy is under severe problem and high complains are there in it. The pricing strategy, which the company has to use now, would be like Penetration in particular, in those regions in which there is very low amount of presence in the company in particular. However, in some regions, in which the company has direct linkage with the government may take the challenge of the strategy and can come up with effective competitive based strategies in particular. There are certain and various competitors associated with the company in which the name of HP and other companies are some effective ones which are creating problems for the chosen organization. However, the new pricing strategy would be very much in line with the company in terms of effectiveness. Promotional strategies can be extremely important for an entity, as it is something that provides a clear structure to the companies in terms of marketing and advertising their products in front of the end users. There is a serious complain associated with the chosen company which is that the company is not very much effective in terms of advertising their products in particular, and now there is a problem for them. Due to this particular problem, the customers of the company are not very much familiar with the existing as well as new products launched by the company in particular.

Hence the company has to increase their advertisement and promotional based activities in order strategically fit and economically viable, as well. All of the multinational and large companies of the globe including HP and others are using high amounts of advertisement to market and promote their products in the market.

Share and investment are very much in line with the long run analysis of the company. By considering effective strategies, organizations can increase their share and other investment based counterparts. Dell is one of the companies, which are not having a detailed analysis towards their shares and other adjacent things in particular as the company is not having a perfect share growth model in particular. It is required by the company to accelerate the pace of their earning of their shares because it is an important thing for them in terms of arranging cash and finance for their assets and other provisions.

Organizations are always made to earn economic profit that could be initiate with the utilization of effective strategies and mitigating the cost of the company accordingly. Cost efficiency is important, and can be done by managing the expenses of the company. The current expense to sales ratio of the selected company is nearly 80% that should be decreased in order to become economically flourish in particular. With the help of these aspects, the bottom line of the company including both net income and gross profit would increase considerably of Dell.

There are certain complains which are in line with the selected organization and these aspects are not up to the mark as compared to the operations of their competitors and their operations needed to be enhanced accordingly.

The company has to increase the level of communication with the workers working with them just to increase the capability of their operations in particular to become economically sound and strategically fit, and this is the only method from which the company can achieve their long term goals.

Conclusion

The main mantra of this particular work is to make a complaint sheet of a chosen company. Dell is the company which has been chosen for this particular analysis. This particular analysis reveals that there are certain complains associated with the chosen company, which are hampering their growth and all of these complains needed to be resolved accordingly because it is important for Dell to compete with other organizations which are having the homogenous services and identical products. There is a comprehensive report attached with the table of problems that are adhering with the company, and all of these issues and problems should be rectified at the right time by the company in order to become economically prosperous.

Recommendations

- There is a need to change the pricing strategy of the company completely in order to become more competitive
- There is a need to change the promotional strategies of the company because it is important for the company to come up with new advertising and marketing strategies campaign
- Expense to sales ratio of the company is high and it is needed to be decrease for long run productivity

- There is a need to enhance the level of communication among the employees