

Communication issues in tesco business essay

Business



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In the corporate and business world, especially big giants like TESCO the term " diversity" in their organizations refers to the idea of employing and hiring many different people, of different backgrounds, caste, countries, genders and also experience as possible. (M. John, V. Felix)

EXPLANATION:

Benedick, Egan and Lanier drew the conclusion in their research study as the businesses and many corporations today, believes that diversity revolves around an action which can be drawn through strength from the corporate law and it further need to be obeyed by employees, and also for their equal objectives related to employment. Diversity gives rise to an idea that when an employer is hired into a big company like TESCO they usually differed from the powerful groups . This mainly included creed, caste, ethnicity, and gender. Companies try their best to prohibit these race or ethnicity groups even sometimes these considerations in hiring are also made. This TESCO case study for diversity summaries that, in a world wide marketplace, big companies that hires a diverse workforce around the world , are better to explain and understand the different demographics of the global marketplace, TESCO better service and is equipped to grow in the marketplace because of its diverse workforce than that of all those small companies that has limited or small range of employee demographics. Authors furthermore suggested that having a mirrors workforce can hinder the changing demographics of the modern consumer market and the also the need to better appreciate their preferences and wants, their cost and productivity, costs can be figured out to assist in building businesses for diversity. In companies which do not have a powerful and strong diverse

workforce has inclusive culture, that will give rise to low employee productivity, also resulting in higher absenteeism, and turnover, in the end it will result in higher costs in the corporations. (M. John, V. Felix)

How has Tesco engaged with diverse groups, and how has the company used its inclusion and diversity practices as a key means of providing better customer service? Would you consider a Tesco's approach to be strategically advantageous?

TESCO'S WORK PLACE DIVERSITY:

The main objective of TESCO engaging in diverse workforce is to make and undertake Tesco to a better shopping place for all kinds of consumers around the world and their aim was also to get more engaged and diverse workforce, to gain and under a deeper knowledge of their every customers of different groups. They believe that a diverse workforce is a balance of different people. Further more they also believe that diversity and engage workforce will help to better understand and also it is resulting in high turnover rate.

BETTER CUSTOMER SERVICE:

Yes, through case we have clearly seen that Tesco believes in inclusion and diversity practices which is providing them better customer service. TESCO'S main view point and strategy is to make their employees and customers lives better, by the power of their diverse workforce and also through their products and services, diverse workforce importantly give new ideas and energy to TESCO as a whole. TESCO always encourage and motivate employees to behave and act like owners, in order to exceed customers'

expectations and also to partner with their employees that ensure TESCO a true success. Furthermore Diversity can help in strengthening TESCO relationships with more specific customer groups by making communication more effective. These customer service representatives in TESCO can be paired up with specific customers from their specific demographic, resulting in making the customer feel comfortable with the company.

(Darden)TESCO'S case study clearly stated that their healthy environment and different communities in which all their employees live and work give them higher productivity and better customer satisfaction. Through diverse workforce TESCO is trying to create an environment in which all different people treat each other nicely and also it will create an environment in which diverse workforce is celebrating and creating a culture that is mixed with core values and it is enabling the company to flourish more.

EXPLANATION:

Yes, going through the case Tesco's diverse group approach is strategically advantageous in many ways like: It is helping TESCO to get and retain the best talent. An inclusive work environment is being created through through approachTheir approach is also fostering them innovation. It is also helping them in empowerment and decision making process. Developing a positive reputation among different communities. This approach is also creating an inclusive work force environment (Darden)Critically compare and contrast Tesco's approach to inclusion and diversity with the key conclusions drawn by Bendick, Egan, & Lanier in their journal article below. In doing so, assess the strengths and/or weaknesses that you believe Tesco may have with respect to inclusion and diversity:

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KEY CONCLUSIONS:

Benedick, Egan and Lanier in their journal article stated that Workplace diversity is the main element for any organization to survive and grow in the market. They further suggested in their article that people in the diverse work force environment really want to share in the long-term success of the organizations they are working in and also leaders creates a strong culture where everyone's idea and perspective is heard. The conclusion is that by honoring inclusion and diversity companies are able to: Appreciate and utilize the different insights, beliefs and backgrounds of others. Inclusion and diversity make an avoidance in discriminatory behavior. It also creates an environment of respect, tolerance and trust. Companies should always appreciate and encourage diversity in the business as it affects the company's bottom line and results.

STRENGTH AND WEAKNESSES:

STRENGTH:

A diverse workforce environment in TESCO minimizes inside and outside culture as a whole in order to gain attraction. TESCO'S diverse workforce helps employees feel that they are helping and contributing to the greater good of the company and are likely to encourage employee as they have gone the extra mile. TESCO'S Diversity is improving productivity, morale, making innovation and increasing the overall total quality of the organization. The TESCO biggest advantage of diverse force is that it has made reduces harassment and discrimination among employees. Diversity in TESCO helps their recruitment process, their workplace staffing and that is resulting them in high retention rates. Diversity also brings TESCO

substantial advantages and benefits such as effective decision making process and an improvement in problem solving process, high creativity rate and more new innovative ideas, it results to the better product development, and more responsive marketing to different groups and customer types. Diversity provides TESCO with the ability to compare compete itself in the other supermarkets not only in London but also globally. (A. Savage)

WEAKNESSES:

Communication Issues in TESCO: Diversity impacts in the TESCO workplace of communication in a negative way. It was difficult for TESCO to manage and control cultures clash..

OTHER ISSUES:

Social integration at TESCO can clearly be seen, that it only was influenced to a small degree. The formation of specific small social groups of employees can be impossible sometimes to control. Diversity in TESCO is bringing informal divisions in their staff. Creating a situation in TESCO where diverse employees sometimes avoid exposure to each other during break times.