

Empowering the marketing approach flashcard



Delivering service to the clients of major business entities in the society is the present trend within the business field.

It could not be denied that the impact that servicing activities place on the progress of different business organizations is indeed massive. This is primarily the reason why servicing companies are widely spreading all over the world, employing a larger number of people and serving a larger scope of market. Servicing industries could be considered to be one of the most sought after industries in the society today. From communications towards the food industries, from the office service centers to legal assistance services, the business industries today are providing more and more options for the society to choose from as to what kind of service well fits their needs. This is the particular reason why business organizations today are putting a certain focus on the process by which they are able to manage their people in assisting them in giving their valuable clients the kind of rightful service that they particularly deserve. 3.

1. 1 Service Delivery Systems As mentioned earlier, there are numerous industries that involve servicing practices from the major business organizations existing within the human society. However, they are only giving two particular types of services to the clients that they opt to attend to. The said types are direct service and indirect service. Direct services usually involve personal contact with the clients, which primarily involve the food servicing industries, the sales industries and office-associated servicing industries.

On the other hand, indirect servicing procedure involves the client and the employee relations that are connected through certain processes or gadgets that may be involved within the process of transaction. This then includes the communication systems whereas the employees through phone calls [most likely involving call center industries] assist the clients through the connection that they gain from technological communication. This could also include manufacturing industries that are able to serve the community or the market through the delivery of their end products with the help of the sales industries. They are then indirectly connected with the clients that they are servicing to. 3. 1.

2 Obtaining Services Clients usually receive the services that they intend to enjoy through the chain connection that the different industries have on each other. As noted earlier, manufacturing industries are able to complete their aims of servicing to the market through the help of the sales industries. Without the existence of the sales business entities, it would be less likely that the manufacturing industries are to make profit as high as they are making right now. It is consistent then that the personnel involved in the servicing industries are aware of their duties in giving the best possible performance that they could give for the sake of their clients' overall satisfaction making it easier for them to gain the interest and trust of their clients that they would like to render service to. 3. 1.

3 Effects of Policies & Procedures in Service Delivery End Servicing industries follow a certain set of rules for them to standardize the quality of service that they are giving their clients. This includes their responsibility of recognizing the rights of their clients as individuals and as major assets of the

organization; it also adds the integrity that they are trying to imply on their organization as they continue servicing to their clients. These responsibilities are the foundations of the standards that employees are holding onto for them to be directly effective in the performance that they are posting for their clients' satisfaction as well as their own organization's reputation within the market. 3. 1. 4 The Clients and their Rights from the Services that They Receive Every client has the right to receive the rightful service that they particularly paid for.

It is then very important for the employees to create possible ways in which they are able to prioritize the values of their clients. Keeping in mind that they are expected to put their best foot forward in assisting their clients with what they need certainly outlines the importance that the employees should put on the recognition that they are giving towards the rights that their clients have as they demand for the quality service that they certainly paid for. Through the ability of the employees to adhere to the standardized performance that has been implied on them for application in servicing to their clients, employees are expected to provide the customers with the best service that they deserve and expect from the companies that they particularly ask assistance from. 3. 2 Business Operations Application Customers are the main source of " blood" for servicing companies.

This is why having been able to meet the needs of the customers of a certain business firm or organization is a vital part of business activities which they intend to engage with. Meeting these needs means providing excellent service. This is the reason why along the goals of a business company to gain profit is the fact that the administration of an organization also aims to

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provide whatever their customer needs. As mentioned the business world, servicing the customers with the best efforts of the companies in the business industry is usually the main core of competition. OF course, if an organization is able to provide the customers it serves with the best performance, thus making the customers feel much enjoyed with the service they received, then that certain organization would be trusted and accepted by many customers as well.

In this way, an organization is able to attain the two main goals it has, to provide fine service and also to gain higher rate of profit. True, things may seem easy at first. However, as the discussion goes deeper concerning the required standard way of meeting consumer's needs, things become much more complicated. As obviously seen, being able to meet consumers' needs requires a lot of effort. In fact, there are also considerable amount of financial fund needed for this goal.

It is not at all an easy task to take. The consequences of failing this task though are indeed detrimental for business organization, as they would surely loose the source of their company's profit. This is the reason why many business entrepreneurs spend a lot of financial funds for attaining the said goal. 3.

2. 1 How Company Activities Should be ManagedThe book authored by Hugh Aaron entitled " Business Not As Usual: How to Win Managing a Company through Hard and Easy Times" talks about the essential factors needed to accomplish the goals of any business organization. " The plan of a successful business is naturally based on the effective and strong foundation of a

business organization” (Hugh, 12). Moreover, according to this author, the strong foundation of any company relies of the management of activities, which the organization is mainly engaged with during for its business operations (15). Hugh further elaborates that business organizations are supposed to be designed in such a way that the whole company would be able to face the rising challenges of the business industry. Being able to survive the said challenges should prove the strong foundation of the organization, which it has been rooted with.

In this regard, Hugh broke down the process of management, which could help entrepreneurs decide and plan the activities that the business should engage with. The following are the three steps mentioned along with their defined importance for the firm:

- Have a definite goal- any organization would have to have a certain goal. But the fact that it is a business organization, the goal of that certain type of organization should not simply be based on the “ revenue-income-profit” system. Instead, it should also highlight the different interests of the consumers and the clients targeted by the business organization to serve.

- Have a planned process of reaching the organization’s goal- the process of reaching an organizational goal should not be simply based on the goal itself. Considering the capability of the organization to handle such processes should be carefully outlined by the administration to be able to weigh both the limitations and the strengths of the company regarding the fulfillment of the goals which were set as a basis of preempted success for the company.
- Make decisions based upon practicality and reality- as mentioned earlier, the strengths and the limitations of the organizations capability in fulfilling tasks

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and responsibilities designed towards the goal of the organization should be identified well. In this way, the plans of activities to work on as the business takes a progressive development shall be practical enough for the employees as well as with the administration of the company to fulfill.

(Source: Hugh Aaron.

(1993). Business Not As Usual: How to Win Managing a Company Through Hard and Easy Times. Stones Point Press; 1st ed edition.) 3.

2. 2 Understanding the Importance of Time Time is a special factor of success especially for servicing industries. The ability to balance time in a manner of using effective schedule makes it possible for servicing companies to meet the needs of their clients while being able to attain and gain profits for the company. “ Time means Gain” as usually referred to by business entrepreneurs is indeed true as this fact could be seen in the actual transactions of business firms in the global market. Neglecting time may result to great losses for a specific organization.

Regarding this issue, Hal F. Rosenbluth’s book on “ Care to Compete? : Secrets from America’s Best Companies on Managing With People and Profits in Mind”, she points out that time is a ‘ gold mine’ for business entities. Instead of simply referring to time as a factor of business activities, Rosenbluth referred to the said factor of business as an important source of a considerable reputation for business organizations as their reliability is measured by their effective and systematic use of time (14). Surely, many entrepreneurs would agree that in every step they take as they continue in providing the consumers with what they demand for, they always run after

time. It is through the misuse of time do many businesses lose large amount of financial fund as well as supposed revenues. This is why it is very important to give attention to how an organization tends to use time in a wise manner.

Another author named Timothy C. Kister write a book regarding the wise use of time in the business industry. And with regard to this, he outlined a number of points to consider with regards to the strategies used by business administrators. These are as follows:

- Plan ahead- everything must be organized to be able to control time wastage; with the fact that everything is planned it would be much easier to meet and complete the tasks needed to be fulfilled at a certain span of allotted time for completion.
- Set time allowances- this is to allow an extension for due date which could help in doing away with the stressful manner of meeting and doing duties for company workers and administrators as well.

- As all of the activities of business organization require systematic approach in the usage of time, it is important to have alternative activities to replace canceled appointments- this doesn't necessarily mean that there would be no time for break from work. OF course break times are supposed to be preset for the sake of relaxation. However when it comes to the work hours, there should not be an idle time as the moment could be wasted. Instead of simply sitting down doing nothing just in case a preset appointment is canceled, an alternative activity should replace the lost one. This is in aim of making the best possible use of time.
- ' It's also important to breathe"- although it has been said not to be idle, there should be an allotted three to five minute relaxation periods every now and then.

This is to be able to renew the power of the workers. As obviously known to all, too much work also exhausts a person which makes his job a less-quality product. • ' Make the best out of everything'- being able to be productive at an appointed time makes an employee an asset to the business organization. This fact also helps an organization to become highly reliable when it comes to quantitative production and transactions.

(Source: Timothy C. Kister. (2005). Maintenance Planning and Scheduling: Streamline Your Organization for a Lean Environment. Butterworth-Heinemann.

) With the applications of the idealisms regarding time as suggested by Rosenbluth, an organization is sure to become a top leading firm when it comes to prompt completion of duties. There is another issue yet to consider regarding this matter. True, there are numerous suggestions regarding time being viewed in balance by business entrepreneurs. But there is a more serious factor to be discussed when it comes to actually balancing time.

Regarding that, the book " Project Scheduling under Limited Resources: Models, Methods, and Applications" authored by Sonke Hartmann gives certain guidelines on this matter. According to this author, ' balancing time may not be easy, but once the administrators get to know the essential factors to be considered in doing this task, making schedules would not be as hard as it seemed" (19). In the fourth chapter of this book entitled " making it on time" displays the following outline:• Set a quota for a day- this may refer to sales of products or services offered to consumers in a daily

basis. A quota determines the specific quantity of sales and transactions, which should be aimed by business companies every day.

In this way, the time would be use much better and profits cold be earned faster in a stable manner. • Stick by the rules- as quotas are set at a certain quantity, employees as well as the administrators should be able to recognize the importance of following the profit-measure set for a day. Considerations may be given to those who could not make it as the day ends, but this doesn't mean that the lack of strategic methods for the said employees would continuously be tolerated. Instead, this means that everyone is accountable for his or her own works. Certain sanctions should be arranged for those who cannot follow through with the rule.

- Assure Quality along with Quantity factors- with the ample time used wisely by business organizations, every product produced within those allotted moments should be of high quality at the same time. Whether it may be a tangible product or service, it should be able to meet the expected results of both the company and the customers.
- Keep regular track of activities- every now and then, an appointed personnel should see to it that the scheduled events and activities for the days are being fulfilled by the people expected to complete them. In this manner, time would not be wasted t any point since every part of the daily schedule would be accomplished at the end of the day.

(Source: Sonke Hartmann. (2000). Project Scheduling under Limited Resources: Models, Methods, and Applications. Springer; 1 edition.)True, as mentioned by Hartmann, the guidelines listed above may look to be so

perfect that at the moment of reading them a person may claim at once that the application of the said principles are nearly impossible to consider.

However, if the guidelines would be given a chance to be applied at reasonable measure, then favorably fine results could be expected well. IN the book of Michael Pinedo entitled “ Planning and Scheduling in Manufacturing and Services”, he said that “ one of the main points of consideration in any type of business entity is the usage and effective utilization of time by the members of the organization” (46). Indeed as mentioned by other authors a while back, time is designed to measure a company’s ability to provide their consumers with their demands (84). In his book, he also discusses the certain points that must be identified by organizations as a measure of their reliability and prestige in the business industry. Mainly, Pinedo makes a clear description of time as a gauge of an organization’s capability of doing its responsibility to the society.

Indeed, he said that “ as a business firm keeps up with their effective use of time, they remain in the roster of successful entities in the business industries” (89). On the other hand, R. Gary Parker talks about the Deterministic Scheduling Theory in his book that goes with the same title. The said theory states that “ a careful plan made to meet a certain goal could be foreseen easily if it is based upon the validity of the time it is supposed to be performed” (2).

This means that with a definite time appointed for the completion of a plan, that plan is sure to be commenced and completed in a specific and effective measure of successful results. It is also by this theory that Parker shows the

difference between a servicing and a manufacturing company. According to his analysis, although both types of business organizations are affected by time, not both organizations face the same challenges in meeting their goals. These factors of challenges directly affect the ability of each organization to meet their required needs in attaining their preset goals for the business (92).

According to the same author, these challenges are much more directed to the servicing organizations. This is because of the fact that servicing companies are engaged in many external business transactions, which include product delivery to people in their homes (92). In this matter, transportation routes as well as traffic could become major factors to the hindrance of the fulfillment of their tasks. Not to mention all the financial issues connected with fuel and mobile maintenance activities connected with delivery tasks of servicing organizations. True, the things mentioned by Parker would help in seeing the clearly what factors would contribute to a lesser productive servicing organization and what factors would be able to aggravate the sales and the revenue of a certain business firm. 3.

2. 3 Suggestions for Effective Route Scheduling In the book entitled “ 4 Routes to Entrepreneurial Success”, four main factors are introduced, which are known to contribute to the success of business organizations. In this regard, the said four factors of success are as follows: • Planning ahead of time • Applying what was planned in a systematic and effective way • Keeping in mind the goals of the institution towards success • Pushing through with the plan although hindrances arise by using alternative set ups (Source: John B. Miner.(1996).

The 4 Routes to Entrepreneurial Success. Berrett-Koehler Publishers; 1st ed edition) In this regard, according to Miner, the four routes of success listed above should be treated as pathways to being able to meet the challenges of the business industries (87). If in case those four items of concern would be given attention to, then businesses engaged in servicing tasks or even manufacturing would become more successful at that. Meanwhile, the “ Handbook of Scheduling: Algorithms, Models, and Performance Analysis’ by James H. Anderson, discusses the importance of a servicing company’s ability to formulate or arrange a schedule with regards to the servicing their clients. According to him, the mathematics of scheduling business activities does not simply rely on the task itself.

Instead, it is based upon the utilization of the other factors contributing to the delay or the fast fulfillment of the job of the company (51). This means that the factors mentioned earlier such as the transportation routes and costs should also be considered in setting the schedule. Here are some of the recommendations outlined by Anderson in his book:

- Check the resources of the organization available for utilization for servicing duties.
- Make sure that the resources found or identified would contribute to a faster and more efficient way of servicing to the organization’s clients.

- Identify the necessary limitation of the organization regarding the services they intent to provide; by doing so a company makes sure that there are certain leeway allotted as an allowance for their organization to adjust during certain situations.
- Enlist all the cost of the money, which would be spent in order to attain the best possible way of transport for delivery activities.

Doing such a task would allow the organization to determine whether it

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would be advisable for them to take into consideration, the delivery activities on their company plan. • Do not always depend on the “ first come first serve” basis”. The said principle in business may not be always applicable for all the business sectors in the business industry.

As for servicing companies, the principle is followed basing from the closest client to their headquarters. In this way, costs of transportation are reduced and products are delivered faster. • Make it a point that priorities are well laid. Being able to outline the necessary informations about the priorities of an organization in reaching its goals helps the employees realize the reason of their work. As for example, if the servicing company prioritizes the wants, the demands and the expectations of the customer, the employees are encouraged to perform excellent jobs especially when it comes to providing the clients with what they need. (Source: James H.

Anderson. (2004). Handbook of Scheduling: Algorithms, Models, and Performance Analysis. Chapman ; Hall/CRC.

) Furthermore, Anderson adds:” As the clients are satisfied with “ on time” services, the companies are well regarded to become the community’s choice when it comes to their specialty or their field (54). As a result, servicing companies would gain more consumers than ever. Another book written by James L. Ritchie-Dunham entitled: “ Managing from Clarity: Identifying, Aligning and Leveraging Strategic Resources” discusses the same genre of issue.

According to the author, “ route scheduling could be the most complex duties of the management team, it is a task needed to be faced daily to be

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able to complete all the appointments set for the day” (47). Surely, this is the reason why scheduling routes involve a lot of time, effort and systematic approach. However, once the approach to such schedule of activities has already been formulated, there would be more meaningful and fruitful results that could be expected. Making this possible though naturally requires some necessary skills of planning and management. Here are some skills and knowledgeable ideas suggested by Dunham the chapter of his book entitled “ Making Successful Activities Happen for Profit”:

- Be able to know the entire territory touched by the services offered by the organization. Through this way, the management could create an effective map of route needed to reach the said territories.

- Be enthusiastic in knowing who among the residents in the neighborhood or the community usually use the services of the organization. This would help the team to create a practical route-map.
- Have an eye for progress. If the scheduling teams are able to determine the usual customers for the company, it would also be helpful to know about the possible clients in the future. This would naturally be based upon the new customers coming in and out of the organization’s establishment.
- Have the ability to incorporate multi-tasking in the job of planning the activities.

This involves being able to see the goal of the organization while carrying over all the limitations and assets of the organization in performing the activities they are supposed to complete.(Source: James L. Ritchie-Dunham,. (2001). *Managing from Clarity: Identifying, Aligning and Leveraging Strategic Resources*. John Wiley ; Sons Publishing Company.

) With all these abilities, a scheduling team is sure to create an effective schedule as well as route of the servicing activities of the organization. But other organizations are still under the traditional way of scheduling process. For this reason, Michael A. Milgate wrote a book entitled “ Transforming Corporate Performance: Measuring and Managing the Drivers of Business Success”.

According to him, through the use of technology, the activity concerning scheduling activities would be much more effective and efficient compared to the results that are usually gathered from the traditional way of making a schedule (Milgate, 54). Yes, indeed, with the use of technology, scheduling activities would be much faster and more efficient. Here are some advantages outlined by Milgate regarding the use of technology in scheduling activities:

- Computers are designed to help people with their duties. In scheduling activities, recording necessary informations regarding the clients who are regularly use the services offered by the company.
- The records kept through the computer could help the scheduling team learn about the necessary factors needed to consider in scheduling visits for delivery services for the said clients.
- As the computer keeps the records, the scheduling team would be able to analyze the necessary points to consider when activities of service would be commenced for the customers.

The limitations could also be carried through the planning since the records are kept systematically. (Source: Michael A. Milgate. (2004).

Transforming Corporate Performance: Measuring and Managing the Drivers of Business Success. Praeger Publishers.) As agreed through the book of

Millgate, technology truly aggravates the business activities of a business organization. In this regard, it is also clearly shown by the said author that technology helps in creating a more strategic system in making business activities more fruitful and beneficial for the organization. Having this in mind, the process of this study would also be shifted from focusing on traditional ways of scheduling activities towards the The last author to be introduced in this chapter is Artiba who authored the book entitled: “Planning and Scheduling of Production Systems: Methodologies and applications”.

In the said book, Artiba outlines several points of consideration regarding the scheduling process. He said that there exist four major factors contributing to successful scheduling. First, is the availability, second, the time, third, the capability, and fourth is the factor concerning the ability of the scheduling team themselves.