

Human resource technology



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HUMAN RESOURCE TECHNOLOGY XXXX BUSN 115 12/10/2006 Introduction

To stay in the present marketing world a company should have good customer support services. The competition among companies is high and they to stay at the top they are using aggressive marketing strategies. The operational management and the Human Resource (HR) departments have a bigger role to play in the development of the respective companies. The quality of the product should always be of high standard.

Case Discussion

The service side concentrates mainly on providing services to the customer. Customer care section plays an important role on deciding how good a company is and should be taken seriously at all times. To become a multinational company the management has to expand its units across the country. As company and its other units are slowly expanding so does the problems are increasing day by day.

If HR division is not up to its task then it may be possible that XYZ Inc. may consistent drop in its financial structure that result in heavy losses in the business. The important factors were found to be the hiccups facing by the staff in delivering the goods on time, baggage handling and in customer care.

On the manufacturing side XYZ Inc. was unable to meet the supply demand. They have been successful in manufacturing and supplying of small privately owned airplanes. Since the public interest shifted towards the branded name and the feel of first class look the company has to meet the requirements. But XYZ Inc. was slow in its production rate. To meet the market demand on the manufacturing side and to improve customer care service the management introduced some strategies.

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One of the important factors that should be concentrated is on customer care service. The staff should be trained and should be at best when dealing with customers. The quality of the service should be of high degree. With the help of modern technology the staff could be easily trained. Since customer service involves in making and receiving calls, they should be trained on VOIP (Voice Over Internet Protocol), which is economical. On the manufacturing side the company has to speedup its operations because if it won't meet the market demand it would loose potential ground. The best way is to lease some airplanes for sometime so that business continues and after completion of manufacturing they can introduce the planes in the market. Since costs are soaring high remedial steps should be taken immediately. Whether we agree or not the daily rise in prices is due to increase in oil per barrel in the gulf. Alternate steps should be taken to cope this problem. One suggestion is to cut the jobs, which is ethically incorrect. Other option is to shift the production base to any other place that offers the basic facilities at cheaper rate. In other words outsourcing is the best way to deal with rising costs.

Conclusion

The HR division plays an important role in any organizational plans. It is the think tank of the company; they are the one who takes important decisions that comprises the management. Able and qualified managers are the heart and soul of the company; therefore recruitment of qualified personnel is the requirement that should be fulfilled immediately.

References

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