



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: MASILAMANI SHARAN RATHINASAMY SETHUPATHY

Student Number: 2334206

Course Name: Human Capital management

Lecturer Name: Nishi Ramsurrun

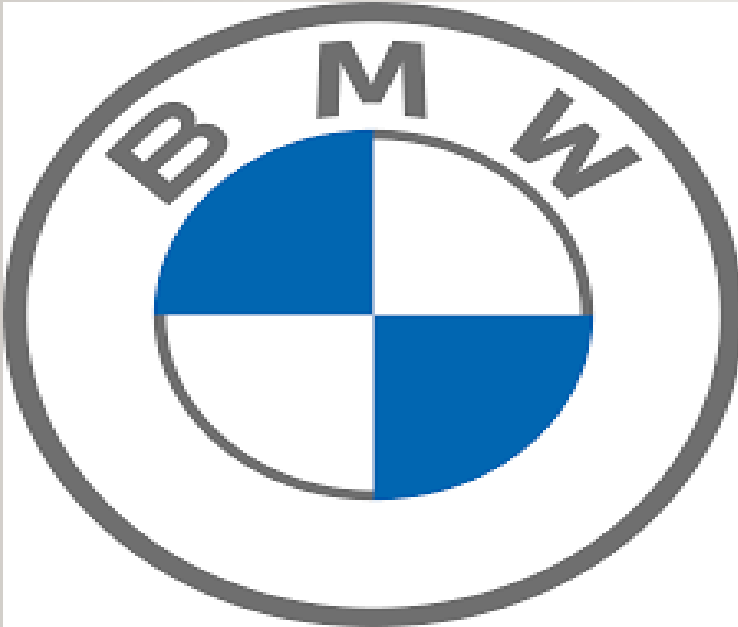
Session: June 2024 Term



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INTRODUCTION



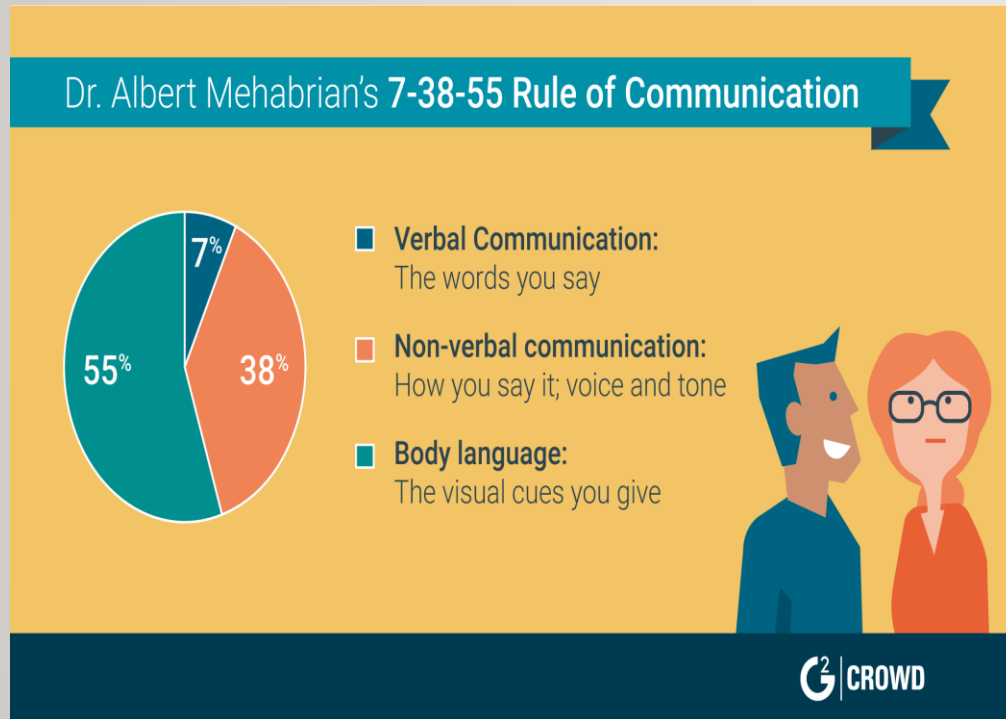
- BMW group is among the leading automobile companies in the production of motorcycles and premium cars.
- BMW has four main brands in its operations: BMW Motorrad, BMW, Rolls-Royce, and MINI (Lewin 2022).
- BMW is known as Bayerische Motoren Werke AG, a German based motorcycle and luxury vehicles whose headquarters are based in Bavaria, Germany.
- BMW was founded in the year 1916 as a manufacturer of engines for aircraft produced for the year.
- BMW, in the year 2023, had 155,000 employees, whereas the company had 2,555,341 units.
- The customer service representative is the main concern of the organizational operations.
- The presentation shows the pay and flexible working conditions of BMW in their operations.

CUSTOMER SERVICE REPRESENTATIVE

- BMW is dedicated to achieving dedicated customer service by upholding positive customer service.
- The job description and responsibilities for BMW in relation to customer service.
- The key quality of BMW's service is customer service.
- The training and development on the BMW in relation to enhancing the training and development skills on improving customer service (Viana Rocha 2023).
- Performance metrics on the customer's evaluation.



SKILLS AND QUALITIES FOR CUSTOMER SERVICE REPRESENTATIVE



- Human resources are key to BMW's excellent communication skills in customer service.
- Strong problem-solving skills are crucial in BMW's services or vehicle products (Clarenbach, 2020).
- The human resources department for BMW is keen on patience and empathy when addressing customer issues.
- I have a keen knowledge of customer services in relation to BMW products and services.
- The organizational skills are keen in relation to offering customer service.

JOB DESCRIPTION AND RESPONSIBILITIES



- Customer interaction plays a key role in BMW's responsibilities to interact with its customers.
- The exceptional customer service to the customers in relation to the services and BMW vehicles.
- BMW has shown good customer-resolving skills in the organization in a professional and timely manner (Haider 2020).
- BMW's customer service is keen on achieving recommendations and meeting customers' preferences and needs.
- The issue in resolving issues on the customer's services is identifying potential solutions to enhance customer satisfaction.

REPRESENTATIVE TRAINING AND DEVELOPMENT



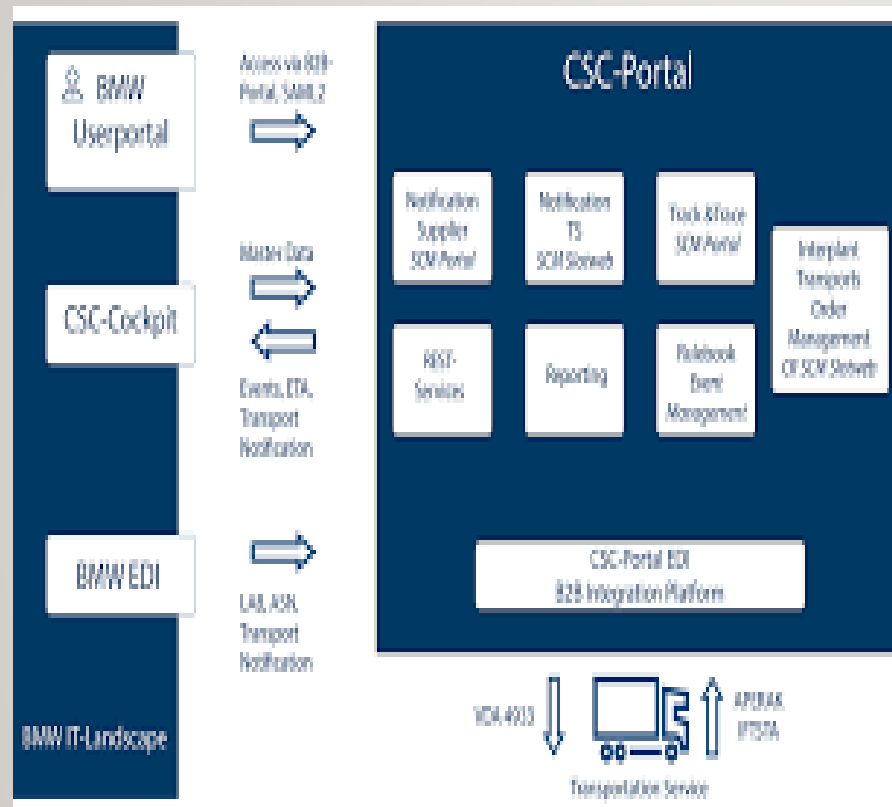
- BMW needs to provide exceptional skills in the organization in order to enhance its excellent customer service.
- The training program for BMW needs to incorporate the values and culture in relation to the customer service representative (Schindler, M. and Schmieling 2023).
- The customer service relationship needs to have inquiries in relation to the improvement in addressing customer needs.
- The customer service in the organization needs to access training of the training representatives and interpersonal skills.

PERFORMANCE METRICS AND EVALUATION



- The customer's satisfaction is kept in relation to achieving the BMW goal.
- BMW is keen on responding to customer services on a timely basis (Scherer 2020).
- BMW is focused on the First Construct Resolution (FCR).
- The customer's services are related to the performance evaluation in the organization.

JOB ANALYSIS/ POSITION



- BMW is keen on matters related to achieving quality assurance by ensuring that its products are of high value.
- BMW works closely with the research and development team, which uses the customer's feedback and concerns in order to achieve the overall goals and objectives.
- BMW is keen to achieve the overall organizational goals and objectives of the company by ensuring that the firm works closely with the budget (Rosa 2022).
- BMW operations have been affected by inflation rates, which have influenced product prices.

STRATEGIC GOALS FOR BMW



- BMW is focused on increasing the mobility of people around the world.
- BMW is focused on remaining relevant in the evolving world in the company's operations (Rosa, 2022).
- The organization aims to achieve sustainability in the areas of firm operation.
- The organization is focused on promoting a peaceful, consistent environment in relation to achieving the organization's success.

PERSONAL SPECIFICATION

- People applying for customer service representation need to have analytical skills in solving issues concerning matters that pertain to employee relations (Duggan et al. 2020).
- The requirements for customer service representation involve sales experience for two years, increased product knowledge, and communication skills.



BMW Malaysia

www.bmw.my

BMW Driving Pleasure



BMW 640i COUPÉ

Technical Data

Cylinders / Capacity (cc) In-line 6 / 2,979	Petrol / Diesel Petrol	Transmission type 8-speed sports automatic transmission with Steptronic
Max output (kW/hp/rpm) 235 / 320 / 5,800 - 6,000	Max torque (Nm/rpm) 450 / 1,300 - 4,500	Acceleration 0 - 100km/h (s) 5.4
Top speed (km/h) 250	Fuel consumption (l/100km) 7.7	CO₂ emissions (g/km) 177

Manufacturer Recommended Nett Selling Price	RM 766,372.50
Personal Registration	
Registration Fees & HP Endorsement	RM 350.00
Road Tax	RM 2,077.50
OTR Recommended Retail Price without Insurance	RM 768,800.00
Optional Equipment at Manufacturer Recommended Nett Selling Price	
Telematics Platform Accessory	RM 5,900.00

Actual car specifications may vary from the picture shown above.
OTR price quoted effective 15 October 2011, and only applicable in Peninsular Malaysia.
OTR price on basis of Manufacturer Recommended Nett Selling Price.

BMW Service + Repair features

You enjoy the drive and we'll take care of the rest with our exclusive service package. Forget about the cost of maintaining, servicing or repairing any wear-and-tear for three years or 60,000 kilometres - whichever comes first.

Free Brake Pads	Free Brake Discs	Free Drive Belts	Free Oil Changes	Free Filters	Free Scheduled Inspections
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Terms & Conditions apply.

BMW EfficientDynamics
Less consumption. More driving pleasure.

PAY WORKING CONDITIONS

- BMW has taken a great initiative in the organization in relation to achieving overall organizational success in terms of having active social responsibility.
- The pay for an employee at BMW working in the customer service sector receives compensation of \$40,000 to \$60,000 per year (Bochum, U. and Dörrenbächer 2020).
- In 2018, BMW agreed with the Human Rights and Working Conditions.
- The working conditions for BMW enable the organization to achieve an overall balance for the employees in their personal and work lives.

BMW iX1 eDrive20 Sport



MONTHLY GROSS COST	£845
INCOME TAX SAVING	-£338
NATIONAL INSURANCE SAVINGS	-£17
AVERAGE BENEFIT IN KIND	+£44
NET COST / YOU PAY	£534

FLEXIBLE WORKING CONDITIONS

- BMW is critical in enhancing the flexibility of the organization and achieving overall success.
- The organization is keen on equipping the employees of the organization with the skills and knowledge of the employees of the organization, such as by enabling the organization (Cetindamar Kozanoglu, D. and Abedin 2021).
- BMW has efforts that are key to achieving overall success in the organization by enhancing the overall success of the organization, such as enabling flexible operating conditions.



CONCLUSION

- The increased customer service has increased the company's operations.
- BMW's working conditions with good pay have contributed to increased productivity with company .
- The flexible working conditions at BMW have enhanced the profit of the company .

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