

Introduction

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This report examines problem solving and decision making within a business context. It focuses on identifying a specific operational issue, evaluating alternative solutions, and selecting the most effective approach. Decision making refers to the systematic process of choosing between alternatives based on analysis, while problem solving involves identifying, analyzing, and resolving issues to improve organisational performance.

Brief Explanation of the Specific Business Problem

The case study highlights declining customer satisfaction due to delayed service delivery. Key contributing factors include inefficient internal processes, lack of staff training, and outdated technology systems. These issues result in longer response times and increased complaints. The organisation risks reputational damage and loss of customers if the problem is not addressed.

Solution A

Solution A proposes implementing staff training programs and workflow optimisation. PMI Analysis: Plus – improved efficiency and employee performance; Minus – training costs and time; Interesting – long-term cultural improvement. This solution addresses the root causes by enhancing skills and processes.

Solution B

Solution B recommends investing in new digital systems to automate operations. PMI Analysis: Plus – faster processes and accuracy; Minus – high initial cost; Interesting – scalability opportunities. This solution resolves inefficiencies through technological advancement.

Justification for Selected Solution

Solution B is preferred due to its long-term impact and scalability. Although costly, the weighting prioritises efficiency gains and customer satisfaction improvements over short-term expense.

Risk Analysis

Potential risks include financial strain, employee resistance, and implementation delays. Criteria used include likelihood, impact, and mitigation feasibility.

Implementation Plan

The implementation will occur in phases: planning, procurement, installation, and training. Responsibilities are assigned to IT teams and management. This structured approach ensures minimal disruption.

Measuring Effectiveness

KPIs include customer satisfaction scores, service delivery time, and error rates. SMART objectives ensure targets are specific, measurable, achievable, relevant, and time-bound.

Conclusion

The report identifies inefficiency as the core issue and evaluates two solutions. Digital transformation is selected as the most effective approach due to long-term benefits.

Reference List

Smith, J. (2020) Decision Making in Business... Brown, L. (2019) Problem Solving Strategies... Johnson, P. (2021) Organisational Efficiency... Taylor, R. (2018) Business Analysis... Wilson, K. (2022) Strategic Management...