UNDERSTANDING AND ENGAGING IN THE CUSTOMER EXPERIENCE

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EXECUTIVE SUMMARY

This report is made of two different parts, and I am going to answer the questions for each one of it. The question for Part A is: How have internal and external factors affected or influenced your selected organization's quality systems and controls for customers to deliver a 24-hour customer service. The question for Part B is: How can your selected organization deal with the new customer demand and achieve its business objectives by developing and maintaining good relationship 24/7/365? My chosen organization is Dell, where I have worked before.

INTRODUCTION

An American Technology company is known as Dell, which would be held by its own parent company, Dell Technology, which generates advertises, produces, repairs, and maintain

computers and related goods and services. The company provides a wide range of product such as data storage devices, personal computers (PCs), programming, switches and routers, software, camera, printer, computer accessories, HDTVs and other electronic gadgets that is manufactured by different other companies. The firm is recognized for such approach that maintains its online shopping, e-commerce and supply chain. Dell invests directly to the clients as well as offers them with the PCs that customer demand. Additionally, process of buying Perot System in 2009, they had been a primarily hardware provider. After that Dell started its journey as a venture in into IT services industry. Therefore, the company wants to move from delivering computers as its only item to offers a wide variety of software and technologies for business clients while increasing its networking and storage system.

DELL AS A CORPORATION

A number of nine directors comprise a board. As a Chief Executive Officer and a chairman of the board is Michael Dell, the owner of the company. Judy Lewent, Klaus Luft, Don Carty, Sam Nunn and Alex Mandl are the other board members. The nine board members are selected by

shareholders during meetings, and anyone who does not obtain a large number of votes should resign before the board, that will decide whether or not to approved their resignation. Five committees that are responsible for charge of monitoring various problems are mostly often set by the board of directors (Susskind, 2003).

Whenever Dell interacts with their customer physically, through phone and online – they offer good customer services.

Good Customer Service Principles

Dell's beliefs are that: 'Connecting with your customers, identifying their wants and demand, appreciating them, and maintaining a pleasant, supporting, and friendly atmosphere may assure them that they will depart with a better impression. The possibility of a delighted customer invested a large amount of money. Furthermore, they should recommend others to visit the company' (Marr, 1984).

INTERNAL FACTORS AFFECTING QUALITY SYSTEM AND CONTROLS

Quality System and Control

Internal control is a manager-designed procedure that is used within the organization to offer an acceptable level of certainty regarding the accuracy of financial data while adhering to rules, processes, norms, regulations, and legislation (Olander, 2008). Internal control ensures that Dell's authenticity and moral principles, protects assets, fulfils the goal, objectives, and outcomes of the entity's actions or programmes. Consideration of the expected outcome in the plan vs the overall results all across operation is a key aspect of assessing quality. Goal-fulfillment tasks are the quality of internal control's (QIC) component. Companies, including Dell have always found it difficult to evaluate the QIC to make sure the firm's objectives are being met.

Human Resources

Human resource management can be a corporation's biggest asset in the modern world economy, because thoughts and digital skills—rather than material assets progressively where economic benefit is realized. In general, depending on their degree of technical skills, dispositions regarding their jobs, productivity, and other factors, workers may either be a firm's strength or a liability (Llopis, 2003). For instance, Dell has talented and driven employees, and they undoubtedly are its most valuable resource. The company knows that if their employees lack proper training and have a poor attitude towards their work then that will provide a huge difficulty for their business. In other words, the CEO ought to have an effective and strategic human management platform, both for the advantage of the organization and for the good of their staff.

Internal Elements

The foundation of Dell's success is a straightforward idea: supply technology and services that consumers love. In order to fulfil its objective of "being the most successful software corporation in the industry at delivering superior customer value in communities they operate'', Dell must encounter the demands of its customers for the best quality products, cutting-edge technology, corporate responsibility and assistance, adaptable customization options, and economic stability. The objective of the business was to create computers that might readily be customized with single components to make a computer network that met specific needs. Dell's main objective is to build, develop, and personalize goods to meet consumer needs so that consumers may obtain precisely what they require. By dealing with each consumer individually, Dell has been able to accomplish their primary objective. They thought they could accomplish it greater than anyone else around the entire globe. They desire to be the greatest at what they specialize in and turn a profit, consequently this is their main objective. According to Dell, their

outstanding customer service would keep their clients coming back. Being the greenest technology corporation in the world is yet another objective of Dell. It has started a long-term, global campaign and will become the planet's greenest software company. It has established an ambitious Zero Carbon Initiative with the goal of maximizing the products fuel efficiency and eventually offsetting their carbon footprint. Additionally, Dell will expand its "Plant a Tree for Me" campaign into Europe and keep providing its customers with free international disposal for their old gear and other brand name products when they buy new equipment.

Products And Services

Dell is renowned throughout the world for its award-winning technologies and superior services. Because of their commitment to providing excellent customer service, consumers can rely on them because of prompt, dependable support. Dell pays much attention to and hears the demands and desires of their clients. By doing this, the company offers clients trustworthy and valuable services and cutting-edge technologies. It provides a broad array of devices, including desktop, notebook, networking, workplace, portable, screen, printers, high-end storage, and several electronic items and applications. Because Dell builds its computers to custom, clients can select the specifications they need.

In addition, the business currently sells a variety of connectivity components, LCD monitors, projections, audio equipment and loudspeakers, camcorders and tape recorders, video game consoles, as well as other gadgets and PC peripherals. Additionally, Dell had also created clever, straightforward services that correspond to the lifestyle of existing clients and have provided them a great deal of ease. Additionally, Dell offers 24/7 customer support and assistance tools that safeguard clients' private data while also maintaining their systems operating properly. A user's PC can be remotely accessed by Dell technology professionals so problems can be fixed immediately.

LEADERSHIP

Swot Analysis

STRENGTHS

- One of the most recognizable laptop brands is Dell, which is also the biggest PC manufacturer on the planet and is well-known for its existing online sales. Dell provides a variety of hardware, applications, PCs, notebooks, LCDs, and monitors. Around estimated 26 million people visited the company's website from more than 60 different countries.
- • Direct to consumer business model: Dell sells to consumers directly, bypassing vendors and retailers. They seem to be able to provide consumers with strong computers at affordable costs thanks to its effective purchasing, production, and distribution processes. The firm offers outstanding customer support both prior to and after the sale, as well as around-the-clock assistance.

Customization

Every Dell system is manufactured specifically for each customer. They developed the PC in accordance with the client's specifications. Customers thereby receive precisely what they require.

Lack Of Proprietary Technology

Dell lacks proprietary software; the current technologies it uses are also employed by its key rivals.

Product Failure

There seem to be sporadic device recalls that might shame Dell. 2004 saw the recall of 4.4 million laptop connectors amid concerns that they could overheated (Karipidis, 2009).

Windows Of Opportunity

Through diversity, Dell is broadening its product lineup with a number of new items. Originally, this meant things like projectors, desktops and laptops, and notebooks, but it has recently expanded to also include LCD screens and other non-computer products as well.

Significant Market Capacity

Dell seems to have the ability to grow globally, particularly in non-American economies, across all market sectors, and across all types of products. In 2010, it is anticipated that there will be 1 billion or more PC consumers.

THREATS

Rivalry

Rivals draws clients by cost reduction. They are selling laptops for less money, which might endanger Dell's expanding potential customer base of cost-conscious shoppers. Clients no longer need to worry about pricing differences because of the nearly same pricing.

Technological Development

A product quickly becomes outdated as a result of rapid progress. For Dell to remain competitive, technical innovations must be managed to keep up with.

Fluctuation In Currency

Variations in global economies can have an influence on manufacturing prices. The value of desktops would rise along with the cost of materials.

EXTERNAL FACTORS AFFECTING QUALITY SYSTEM AND CONTROLS

The Porter's Five and PESTLE analyses make up the exterior surroundings. PEST and Porter's Five evaluate the firm's external reality in such a current industry or even a fresh one, respectively, and are particularly useful for comprehending industry trends and worldwide concerns.

Pest Analysis of Dell Corporation

POLITICAL

Government rules and legalities are political variables that affect how businesses must conduct themselves. No matter if businesses have manufacturing plants there or conduct exports or importing with that nation, Dell Corporation runs into issues in some nations where political environment is really not assured. Numerous nations continue to adhere to stringent regulations, like export restrictions and specific regulations imposed that apply to MNCs (Multinational Corporations), in order to safeguard native producers and makers. Such regulations seem to be more likely to prevent overseas companies from joining or making investments in such sectors. The one and only way to conduct trade in all those nations is through joint ventures or other strategic partnerships with smaller companies, where they have been also obliged to offer minority interests and contribute resources including such cash, local cultural understanding, and advanced technologies (Bagga, 2014). Up nations like China, which now has expanded for so many sectors since joining the WTO in 2001, the tech sector finds significant opportunity among those with broader and much less restrictive state regulations. Due to the reduction of commercial obstacles brought about by globalization and the opening up of new growth markets, trade liberalization is able to grow.

ECONOMIC

Political and federal strategies have a significant impact on financial circumstances, which in turn affect producers and consumers, operating costs, and the price of goods. Over through the upcoming years, the computer sector anticipates development of about 10%. The business situation in a particular nation does have an effect on this development and the buying power of prospective customers. As a result, shifting rate of inflation and market volatility also affect Dell's financial performance. If the capital expenditure remains minimal, the marketplace will become an attractive place for companies to make investments and fully develop. Some Asian nations provide excellent investment and expansion opportunities for businesses for instance, Malaysia's GDP was expected to be 357.9 billion in 2007 with a rate of growth of 6.3%, and it increased by 5.0% in 2008. It appears that the rate of increase climbed from 5.0% in 2008 to 5.2% in 2009.

SOCIAL

Need and preference are represented by the societal and cultural element. To meet the demands of customers, Dell has modified its marketing and pricing methods in reaction to market dominance. The overall consumption for computer systems depends on the education level in a particular region. The demand increases as standards of education rise. Additionally, electronics are gradually becoming more integrated into everyday life. Relative to the 1990s, youngsters are introduced to technology more as well. Businesses ought to be mindful of changing demographics since the distribution of the population by factors including age, wealth, area, and employment levels can have a significant influence on the demand and availability for certain goods and services. As a result, there may be more risks to already available items, which indirectly increases the chances for differentiated products and market analysis.

TECHNOLOGICAL

Today's technology seems to have in fact turned into a benefit for people instead of a burden. For businesses to remain competitive in the marketplace against their current competition, they should adapt properly. Additionally, outside technologies can really be captured and utilized, and again, state support and promotion can have an impact on this (Di Gangi, 2010). Both production and commerce can benefit from new technology to achieve better, higher efficient outcome. For instance, the Dell Company is well-known in Malaysia for making cost-effective, high-quality computers like the Dell Inspiron and Dell Studio to fit a variety of wage levels and preferences.

Porter's Five Forces

The marketer can evaluate and compare a competitive situation with the use of a porter 's 5 forces study. Although it shares some characteristics with other ecological auditing methodologies, including Pestel framework, it primarily focuses on a, independent entity, or SBU (Strategic Business Unit), as instead of a single brand or line of products. For instance, Dell (one of Dell's SBU units) would investigate the market for corporate servers.

THREAT FROM NEW COMPETITORS (MODERATE)

- Although entrance obstacles may prevent businesses from entry into the market, a greater number of competitive pressures will make it increasingly challenging for new competitors to benefit from the growing opportunities. It is challenging for fresh businesses to enter the market in which Dell operates because of the established companies that manufacture at scale economies. It is challenging for new competitors because certain distribution channels have been controlled by the government or established businesses. Dell can concentrate on innovation to distinguish its items from those of the new entrants. The company must spend on marketing to build good brand identity.

PURCHASER BARGAINING STRENGTH (HIGH)

If there are several competitors on the industry, the buyer's ability to negotiate improves. Competing businesses provide incentives, warranties, and services to entice customers to switch from one brand to a competitor in the similar sector. Customers are very sensitive to the cost and may move to another Computer manufacturer if Dell raises its cost. Dell could therefore lessen this risk by distinguishing its offerings. While Dell differentiates its goods, clients may choose primarily based on pricing as they might not see that many changes between the items. Businesses must implement CRM procedures across the organization to preserve positive customer interactions. For instance, P & G offers an online platform where customers may share their thoughts, views, and suggestions about their goods.

RIVALRY BETWEEN CURRENT BUSINESSES

Dell struggles for the market share among with the other companies operating in the same industry, with the goal of boosting sales and profits.

DANGER OF REPLACING

Because of improved smart phones that resemble PDAs, additional devices like mobile phones could be a threat to laptops. A company confronts fierce competition from companies that provide substitute products; while changing costs for customers are reduced, alternatives are higher-quality and more efficient (Bergman, 2010). Share of the market, selling trends, companies expanding equipment for increasing the production, and increases in profitability can all be used to gauge Dell's comparative advantages.

SUPPLIER'S NEGOTIATING POSITION

The bargaining strength of suppliers has an impact on the level of competition, particularly if there are many suppliers, there are few raw materials available, and moving among providers or raw materials is expensive. The demands of some powerful suppliers, like Microsoft, force laptop makers to install Windows and brand servers, notebooks, and desktops with their logos.

CONCLUSION

This part of the assignment explained the importance of the internal factors that influence Dell to deliver a 24- hour customer service. Those can be the quality of the product and services, the good relationship with its employees and customers etc. The company will have to remain with

the mentioned analysis in order to stay competitive to its competitors and become even more successful in its sector.

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TASK 2

ACHIEVING OBJECTIVES BY MAINTAINING GOOD CUSTOMER RELATIONSHIPS 24/7/365

The Significance Of 24/7 Clients

Nowadays, customers are properly educated due to the fast communication of data, that have increased their level of expectations from firms. You must acknowledge that exceptional customer services and helps are offered not only in business hours if you want to represent your company as to be one that respects its clients. Currently, your skills to supply continuous 24/7 services and advice to your customers that what is really important (Westgard, 2003). This is a relevant difference just because it enriches the entire customer services as well as helps to embrace essential possibilities for proactive customer involvement. The advantages of consistently providing customer ongoing help may be further highlighted by the explanations described in the following section.

Clients Despise Waiting

Dell must make guarantee that customers are never kept on hold. As per according to statistics, customers are extremely inclined to switch companies when they do not receive vital support from the customer services to solve their problems. Likewise, it is essential for Dell to use social media to handle customer' issue and to assure customers that heir queries are resolved as soon as possible. Assuming that their company lacks the ability to handle the customer's problems, respond the customer's queriers promptly, or offer customer creative ideas or solutions to any issues they may be encountering. Customers simply would be pushed away to other companies that put in the effort and time to be constantly reachable.

Available 24/7 Indicates A High Level of Responsiveness.

Dell uses a variety of web-based applications, software, and programs to offer clients 24/7 support and services. For instance, one of their best techniques provides persistent, real-time online customer support live chat on their website. Making live chat support availability on their website 24/7 demonstrates the customers that the company is responsive to their demands and

willing to serve them. Time is of the essential, and customer may always receive a rapid assistance with a service such as live chat.

Dealing With Customers' Demand

All area's Dell business operations are structured over distinct consumer categories. Relationship (big corporate) clients, residential and local enterprise (also known as transaction customers), and government sector (public and academic) clients are the most common examples of these. Dell's product range, which includes separate product offerings for every sector, its advertising methods, that differ by economic sectors, and its e-commerce and Online efforts are all clear examples of this division. A more constrained range of digital offerings are available to residential and micro enterprises consumers on Dell.com, while solutions like Premier.Dell.com extranets are targeted toward large partnership clients. Dell employs a global field sales staff for major corporate customers. There seem to be specialized account staff, which include field-based system designers and advisers, that build lasting connections in order to provide their biggest clients with a central point of contact, provide specialized solutions for them, and gather crucial feedback from customers.

There are several varieties of programs that offer global account experts, consistent worldwide support and assistance programs, and unique point of contact and responsibility (Kumar, 2018). Federal, state, and local governments as well as particular medical and academic clients are the targets of distinct marketing and advertising initiatives. Advertising for small and medium-sized businesses and customers is mainly carried out through traditional media, television, and Online marketing, as well as delivering a variety of direct marketing products such catalogues, client bulletins, and marketing items. About 54% of Dell's total earnings come from partnerships and clients in the government sector. Initial customer service for each of these customers is provided by field-based sales people and a group of cell phone service professionals who are specifically assigned to such clients. There are thousands of phone representatives that work with small firms and customers, and they can check up sales history data to assist clients in purchasing equipment or system that fit their previous purchasing patterns.

Dell's CRM Applications

As could be anticipated from a corporation that describes its business as a Network infrastructure company, the web and e-commerce are central to Dell's operations. Three areas in

which the company have incorporated e-commerce includes interactions with end consumers, coordination of the value web, and marketing message to highlight the company's capacity to offer e-commerce services to customers. According to research studies, the primary use of CRM, which we are able to observe at Dell, is in:

ACQUISITION, RETENTION, AND GROWTH OF CUSTOMERS

When it comes to client connections, Dell successfully incorporated the Internet into every phase, from advertising to customer retention, engagement, and development. By giving users actual information and simplifying their usual duties, the web supports established channels like the direct sales force and service centers. Additionally, it really has created customer self-service facilities so that customers can place online purchases, check the progress of their requests, or resolve technical problems via the Web or an extranet.

Acquisition

On the dell.com website, Dell offers for sale its own goods. Clients within United States are divided into residential and residential offices, large and small enterprises, Internet service providers, healthcare institutions, the federal government, local governments, state governments, and the educational sector on the homepage. A varied combination of services and items are offered to each consumer category. With Dell's web configurator, users can order and compare prices for various configurations. When a customer is prepared to purchase, their item is added to a shopping cart. On the Giga buys or Dell Ware websites, they could also select different add-ons like programs, accessories, camcorders, PDAs, etc. and add them to a single shopping cart.

Client obtains an order ID after making a purchase that may be used to check on order information. Every customer's Premier Page is unique and includes features for purchasing, asset management, software upgrades, and even technical help. Premier Pages can be additionally configured for large association clients to connect to their own corporate procurement methods, enabling purchases to somehow be transferred straight from the user's workplace information systems to Dell's system for order management.

Retention and Expansion

For PC firms, providing support and maintenance for complicated processes with a variety of configurations of hardware and software is typically a costly and labor-intensive endeavor. Due to the fact that the majority of Dell's clients are significant businesses with in-house MIS sections and helpdesk desks for consumers, the company does have an edge in this situation. Support for homes and small businesses is typically offered directly to the customer at a higher cost per PC.

The Support Technology Online (STO) team, which did grow up in the HSB (home and small business) sector as support.dell.com, became the first to establish online help. Dell established distinct STO teams for connection and transactional clients in the latter part of 1999. Dell provides a number of online service solutions. Customers can access these internets at support.dell.com for homes and small businesses as well as through the DellPremier.com extranet for partnership customers:

- **Ordering Status Monitoring -** Clients may follow an item from the time it is placed until it has been shipped.
- **Resolution Assistant -** Whenever a consumer encounters an issue, pre-installed technology called Resolution Assistant compiles information and delivers it to a Dell specialist. A computerized base of knowledge is checked against the data. A MAP, an executable component that facilitates solution, is transmitted to the PC whenever feasible, and the remedy is carried out immediately. Resolution Assistant shortens service calls and increases diagnostic precision.
- **Database**-A Dell database containing product details, frequently asked questions, expert advice from third parties, and other pertinent materials unique to a given Dell device.
- **Ask Dudley**-it is a technical information searchable database that makes use of a modified version of the Ask-Jeeves search engine.
- **Downloadable Utilities**- drivers, and other updates for Dell PC systems are available in the file library.
- **Software Tricks**- A collection of tips and tricks for office programs and software platforms is available at Dell Software Tips.
- **Solutions That Are Proactive** - Proactive notification solutions on order progress, file providers, computer age-related information, and guarantee and validity.
- **Dell Talk**- It is a controlled online platform where users can exchange data. Dell has established a forum where its patrons and devotees may assist one another with technical issues and inquiries. Although Dell does not really control the community conversation, it does routinely check it to assure accuracy. Dell gets involved with the right data if any customer gives misleading info. Clients who utilize these services in relationships and those who do transactions are split fairly evenly.

Contentment Of Customers

The cost savings are not always assumed to go hand in hand with consumer satisfaction for well-designed e-commerce solutions. Yet, Dell has proven that selling directly to clients online not only saves a lot of money, but then also better providing the best service compared to any other marketing strategy (Lin, 2010). Several of Dell's commercial clients view Premier.Dell.com as a useful development tool that aids their buying and IT departments in enforcing standards and guidelines and controlling purchasing choices.

	Product Features	Product Quality	Price	Product Support	Repeat purchase of desktops	Repeat purchase of laptops
Dell	44	51	43	46	37	86
HP	38	49	38	31	27	74
Lenovo	46	59	33	46	45	71

COMMUNICATION MIX

Advertising, Direct marketing, Personal selling, public relations, and sales promotions

Dell uses different promotional techniques to reach out to their potential clients. The promotional strategy in the marketing mix of Dell focuses branding through TV, print media, online ads etc. It distributes brochure to public through newspapers, it also sends newsletters to users registered with them which gives latest information of its products, innovation that increases client's interest.

Dell uses the **Go-to-market strategy** — The company sells services and products straight to clients and through other sales channels, which include value-added resellers, system integrators, distributors, and retailers.

Dell uses product placement to promote their items all over the world. In movies like Spiderman Homecoming, the new Dell computer was introduced. On their website the company uses discounted deals on devices and student/military discounts to help attract customers.

Dell uses personal as one of the most productive ways of selling their type of products. With 1 on 1 with the customer Dell uses salesmen to help introduce devices to potential customers looking for a new computer, tablet, etc

CONCLUSION

In its attempts to improve service to customers and continuing relationship management, Dell has excelled. With the help of online resources like Premier.Dell.com, ProSupport, and Idea Storm, it really has created effective systems and procedures for client relationships, maintenance, and development. Since Dell's CRM system is a case study, several of the ideas described by Anderson and Nares in "Business Market Management" are amply illustrated (Angelova, 2011). The experience of Dell has taught us a lot of things. Other businesses in the sector can apply these principles.

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