

Research On Key Points For Improving Enterprise's Customer Service And Crisis Management (Taking Tesla As An Example)

Module Name:Organizational consultancy (M6X01422)

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Part 1: Self-Introduction & The Organization Introduction

- I am Jiankai Gao, also as known as Welter. I was born in China in 1997. My motto is you never realize how strong you are until you have no choice but to be strong.



- Tesla Inc. is a company co-founded by Martin Eberhard and Marc Tarpenning in America in 2003 and is headquartered in California, USA. Tesla ranked 144th in the Fortune American 500 last year.

Part 2: project overview

- This project aims to conduct theoretical research on review of the studies on customer services and crisis management and primary research on the practices of customer services and the crisis management of Tesla and provide suggestions for Tesla to develop an effective strategy for better customer services and the crisis management. The research objectives are developed according to the SMART principle.

Table 1 SMART Objective of the Market Research Project for Tesla

SMART	Objectives
Specific	To identify the practices and problems of customer services and the crisis management of Tesla
Measurable	To analyze the customer services issues due to the inability to expand the production capabilities and the crisis management due to the accidents of the spontaneous combustion of some Tesla models through the primary investigation on the perception and satisfaction of Tesla consumers
Achievable	To establish the connection between customer services and crisis management
Realistic	To provide suggestions for Tesla to improve the customer services and crisis management based on theoretical reviews and customer suggestions from primary research
Time Bound	This project will be completed within 10 weeks

Part3: The Research Methods I Will Use

- **Primary Research**

The primary research strategy is qualitative interviews. Because the project requires direct communication with the customers for in-depth data collection, and semi-structured interview is an effective approach to collect in-depth data from customers about their experiences, opinions, and reflections on the customer service and crisis management of Tesla. The sampling strategy would be snowball sampling. The qualification of sample selection is the existing Tesla consumers and the Tesla consumers that have placed orders but have not received the orders yet. The target interview sample number is 10. The researcher would design 10 questions about the customer service and crisis management of Tesla, and the interview would be carried via chatting software, such as FaceTime, WeChat, WhatsApp, etc., and the interview would be scheduled whenever the interviewees are available.

- **Secondary Research**

Secondary research would be essential to the quality of this project because it relates to the theoretical review part and the primary researches. The secondary research means the collection of relevant theories, industrial reports, and company reports for this project. In the secondary research, the data searching and selection is important. In the theoretical review, this project would conclude into themes and the themes would be used as the guidelines for designing the interview questions and the coding analysis on the primary results.

Part 4: The Literature Review

- In order to ensure the quality of the project, this project would choose reliable resources, including articles from peer-review journals, academic books, industrial reports, and company reports about the Tesla sales and services, responses from Tesla about the accidents, etc. I'm going to choose the key words including Tesla services, customer services, crisis management, Tesla accidents, etc. to support this project.

Part 5: Conclusion

- **The overall project lasts for 10 weeks. After the completion on the introduction chapter and the overall layout of the project, the secondary research would last for three weeks. The secondary research, including interview data collection and analysis would last 5 weeks. And the final week is to finish the conclusion chapter and check the format and proof reading.**
- **The essay I have finished explains the project aims and the literature reviews on customer service and crisis management and justifies the methodology approach to collect primary information from Tesla consumers about their opinions and satisfaction customer service and crisis management.**

A night sky with the Milky Way galaxy visible, featuring a dense band of stars and colorful nebulae in shades of blue, purple, and orange. The foreground shows dark, silhouetted mountains or dunes. The text "Thanks For Watching!" is overlaid diagonally in white.

Thanks For Watching!

Reference

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