



Reflection

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Introduction

Personal values are fundamental for one person or organisation. This can dictate behavior and can make people distinguish wrong or right.

In today's reflection, I will describe one of my values which is in line with my workplace. Amazon values are 14 in total but today, I will talk about customer obsession, being one of the most important values of Amazon.

In today research, I decided to talk about Amazon and one of his beliefs. There are 14 in number, but I decided to talk only about the one that suits me the most, customer obsession. But first to define reflection.

Reflection is something that we analyse and think about our experiences, actions and feelings and by analyzing them, we learn. Reflection in professional practice can make our personal beliefs to be more evident.

„Reflection is part of learning and thinking. We reflect in order to learn something, or we learn as a result of reflecting, and the term ‘reflective learning’ emphasises the intention to learn from current or prior experience” Moon(2004)

By reflecting I get the opportunity to think in action. This give me the chance to process and utilise everything I know into the workplace. Reflection happend at the workplace everytime new orders arrive.

In the last 3 years, I am working at Amazon, an online retailer which is been founded on 5 of July 1994, with his first purpose to make customers happy. As I said „customer obsession” is one of 14 beliefs that keeps this company ahead of most of them.

What is actually customer obsession??

Being customer obsess mean putting your customer in center of everything that you do **Amazon.jobs(2019)**. That is what I do! I make sure that every order I get, arrives in time for customers. I am open-mind and I have a lot of patience to do that. Every begining of shift, at the brief, I listen to customers feedback. Effective communication is a good factor in providing good customer service. To me, quality service and customer satisfaction is what can fulfill any business. Taking good care of the products, is another value that I have and I applied daily inside company. Starting from stow where I check for item not to be damaged and then on picking when every item is carefully sent to pack so every customer to have the best experience. My values are tested every day at work because every order that I get is a deadline for me. For example I if need to pick an item need to be done with one hour before shipping. If only one minute is missed one customer will miss his order that day.

Workplace values drive the attiutudes that I want to see in me, and one of that is providing excelent customer service. It is very important to understant this belief and how to apply it. Aligh my values with organisation can achieve its core mission. I belief that an important role for my beliefs is motivation. Having a good motivation at workplace can get a higher level of job satisfaction and my productivity can rise.

„Your workplace values are the guiding principles that are most important to you about the way that you work. You use these deeply held principles to choose between right and wrong ways of working, and they help you make important decisions and career choices” Mindtools.com(2018)

Amazon has created Prime in 2005 which is a paid subscription that offer free one day delivery to most of the items, acces to streaming music and videos and other benefits. Prime

has now more than 100 million subscribers worldwide. Another customer satisfaction created by Amazon is Prime Day, similar to Black Friday, this offer lots of discounts.

As a student, I had to do some research about how customer obsession implements at Amazon. Doing that, I recognize some values that I possess and the company have the same. Workplace values are honored each-day and that makes my life fulfill. Of course, I had days when my work did not supported my values and it left me feeling like something was wrong. But just being aware of them it is a start.

Not long ago, I had a presentation about Amazon, with 3 more collegs. To describe this belief that Amazon have, I used **Toulmin** theory which is a tool to analyse and categorize arguments. It is a complex theory, that allowed me to manage my words count properly. We all concept a poster, and by presentation we managed to describe everyone's values and belief of this company. Being attended by more than one professor and by critically discussions we learn more about beliefs and how will help us in our future. As **Richard J. Niehaus** says in his book „*that if the employees have the same beliefs as the company, you can see it in his commitment*” Richard J. Niehaus(1991)

In conclusion, if I take the right time to figure out what is really important to me, and what exactly motivates me, will help to be more prepared and resilient when my values are tested. I need to remember that values can change over time depending on where I am in life. A conflict between my company's beliefs and mine can be an opportunity, can be careerchanging or life changing event.

References

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