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Question 3

Respectful, responsive, realistic, responsible, and positive remembrance are the five philosophies that the Fruit Guys have utilized to determine the effectiveness of customer service functions in organizations. Amazon and AT&T, some of the most successful American corporations, could use the customer service philosophy used by the Fruit Guys to enhance delivery of service to their customer bases (BNET Video, 2010). Both Amazon and AT&T rely on exceptional customer services to ensure positive and unforgettable customer experiences. Furthermore, the two entities operate in service delivery, which highlights the need for effective and efficient customer service functions and strategies (BNET Video, 2010).

Amazon operates within the electronic commerce and cloud computing industries industry and has an estimated value of 19.29 billion as at the year ended 2016. The electronic commerce market can be considered as highly competitive demanding the need for effective sales and marketing functions as a means of developing competitive advantage. On the other hand, AT&T is a telecommunications service provider, with much of its profits being derived from provision of telephone and data services to its customers. The success of these businesses is hinged on their ability to focus on the quality and nature of customer service delivered to their customers (BNET Video, 2010). The electronic commerce and telecommunications industries are relatively competitive as they feature some of the most successful businesses such as social media platforms, and electronic commerce platforms. These industries are marked by high operational costs, which is a primary barrier to entry for new entrants.

Question 4

Human resource planning should include all employees in an organization such that the managers are effective in identification of existing and future needs in the organization's human resource function. Essentially, human resource planning should be a definite linkage between the strategic plan of an entity and its human resource function. Coordination of human resource planning activities demands that the perspectives of employees and managers are taken into consideration when developing strategic plans (Chanda, & Shen, 2009). The opinions and perspectives of the managers and employees are critical in enabling the organization to focus on optimal utilization of its human resource function, which is made up of both subordinates and executives in the organization.

Question 5

Providing equal opportunity and enabling diversity are critical issues in recruitment and subsequent interview processes, which the Scripps interview was able to fulfill to its human resource needs. In addition Scripps was able to develop an effective and reliable human resource plan, enabling it to forecast and anticipate a decline in the number of registered nursing professionals around the country (Scripps Health, 2008). In addition, the entity has been able to maintain extremely high standards and a positive reputation founded on understanding the importance of nursing professionals in delivering care.

Furthermore, the entity has been able to develop a strategic hiring process that focuses on the personal values of the candidates, attitudes, competency, respectability and ability to adhere to professional ethics and codes of conduct (Chanda, & Shen, 2009). Moreover, the focus on employee competency and contribution to the overarching strategic goals and objectives of the organization has enabled the entity to achieve success in its employee recruitment and hiring

processes (Scripps Health, 2008). Furthermore, making decisions by relying on data is effective for the organization as it provides a means of developing reliable hiring processes.

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References

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