Executive Summary

Student’s Name

Institution

**Executive Summary**

Florida Wireless is an authorized agent of Verizon Wireless. It has five busiest stores throughout Florida. Though its stores are busy, the customer satisfactory level has been described as below average. The store managers are not focused on the objectives of the company and therefore, this negatively affecting the company’s performance. It is evident that there is a problem with customer relationship since most current customer care employees does not meet the expectation of customers. Survey conducted by the company indicates that customer care service provision is poor compared to other companies in the market. There is also a problem with the human resource in terms of recruiting and therefore, important for Florida Wireless to recruit employees who are experienced and skilled in customer care service to improve the image of the company in terms of customer service provision. It is provide the methods or techniques which the company should utilized to realign its human resource department which include the recruitment and selection process of employees, and come up with the modest strategies to improve the customer care service to workers. It is suggested that training of employees on customer care service, organizational culture which include the objectives of the company would be the best strategies to address some of the problems related to poor customer service being realized by the company. The study was therefore, conducted using quantitative research method where customer care employees were interviewed. The data was then analyze to determine the performance of employees and actions which should be taken to address the poor customer care provisions.