Consulting Memo

Student’s name

Institutional affiliation

Consulting memo

Every business tries to keep their clients in the best of their interest as a way of ensuring that they do not go against the expectations of the clients. When businesses do wrong, they deliver messages that aim to convince the clients that they are still working on improving the quality of their services. Without such messages, it is likely that companies can end up losing a lot of clients which can have a negative impact on their income. Uber is one of the businesses that depend on the quality of service delivery to retain and win more clients. In their response to the previous problems that have affected the company over the years. To better understand the quality of response provided, one needs to understand whether it addressed the different aspects of a good ‘Bad News Messaging.’

There are various strengths that can be noted from the message. The first one is that it makes use of various delivery platforms which ensures that it reaches most of the clients. Not all the clients make use of visual or written platforms. The use of both platforms to deliver the message ensures that it reaches a maximum number of clients which in turn makes the clients to be sure that the company has their interest as a priority. He fact that the message started by acknowledging the fact that there is a problem with their services makes the clients to want to know what will be done to correct the situation. In the message, CEO shows that the company is aware of the problem currently. He also goes ahead to list some of the problems that the company has experienced in the past and how they have effectively come up with solutions to do away with them. This kind of awareness makes the clients to feel that their concerns are always taken seriously. The CEO of Uber confirms that there are problems both at the professional level and their daily level of interactions.

Strength of this message is that the author seems to understand the audience well. The author addresses them directly by referring to the problems they already talked about. The video does not consume a lot of time like the written content that one has to take some time to understand. The fact that they are provided in both written and video format means that one can easily get the message and even document it for further use. This is in a case where the client wishes to remind the company that they promised to make changes in the past but they have not yet done so. Clients can also see the emotional attachment to the message from the CEO.

The fact that the CEO of Uber talks about the specific problems that they have encountered in the past means that they want the best for the clients. Sexism is one of the problems that have been listed by clients for a long duration. The message states that Uber is committed to doing away with such vices and that they also welcome recommendations from clients on how they can best improve their services. While in court with the London local authorities, the company won the case citing that they have been working daily to improve their services. From their response and the take of different clients, they were granted the go-ahead to continue with business because they were just like any other challenges that any company would encounter. The company promised to ensure that the people who are allowed to conduct the business use their code of conduct so that they can do away with such cases in future.

The company also empathizes with the clients and shows that they wish to move forward with them to the next chapter. While talking about the quality of pick-ups and rides, the company promises to improve the experience for both riders and the drivers. This shows that they are not only focused on improving the state of the clients but also the employees. The drivers also have complaints that need to be addressed if the business is to go on well. If the company only addresses clients, it means that drivers can opt for competitors who listen to the drivers ad this can possible lead to the downfall of the company.

There weakness of this message is that it does not focus on providing the practical strategies that will be applied to improve the business. In the message, they only state that they are doing their best to ensure that the business grows. There are various issues affecting the company that should be addressed specifically without generalizing all of them. Not all the clients have one problem. They want to see whether the real problem they experience has been covered by the company.

There are various things that the company can do to improve on the quality of message that they relay to their clients. They include the following;

* Acknowledge each of the problems that both riders and drivers face. This should be specific so that every stakeholder feels that they are included.
* Address each of the problems. Addressing them in this manner implies that every stakeholder will know what they should expect in future.
* Give timelines. The company stated that they will be doing all they can to improve the quality of services but did not give timelines. They need to state what they will do within a specific time.

References

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