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Jacinta Murti

[Institutional Affiliation(s)]

Author Note

[Include any grant/funding information and a complete correspondence address.]

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# Introduction

The selected company for this research paper is Walmart Company, which aims to help different communities by opening general discount department stores and hypermarkets all over the world. Walmart has a vast chain of services, which creates opportunities for employment to several people; however, customers are not satisfied with their services. This company has failed to meet customer expectations, and it has failed to improve customer experiences.

In this era, the world has created many services that are provided to people efficiently. The top companies in the world have a huge business market where they have many customers, consumers, and partners. Companies earn and learn to survive in the competitive global business market through these sources. With the help of appropriate strategic planning and implementation, companies learn to be efficient, but sometimes they fail to meet the expectations of customers and consumers in the market. Walmart Company is a huge company, which provides a number of job opportunities for people so that they would be able to earn.

# Company History

Founder of Walmart, Sam Walton opened his first dime store in Bentonville, called Walton's 5&10. His ideas grew, and the success of his store led him to open the first Walmart in Rogers, Arkansas, in 1962. Competitors were skeptical of the idea of offering exceptional service, and lower prices would ever work in the industry. He proved them all wrong when he went public in 1970 and sold stock at $16.50 per share (“Our History,” n.d.). Sam Walton knew that both service and lower prices were the key components to the success of Walmart. While accepting the Presidential Medal of Freedom award, Sam Walton articulated Walmart’s official company slogan, “saving people money so they can live better.” He kicked it up a notch by making the associates of Walmart partners, and with this trifecta, Walmart went global.

Sam Walton believed in 10 rules for building a better business. Three of the 10 rules set around associates who he considers partners. This shows his commitment to the associates and the company. The last rule, "Swim Upstream," encourages going against the current. He believed that if everyone was going with the flow, then you should go in the opposite direction. You can find what you are good at and what you should be doing in the future in this way.

After Sam Walton passed, the company still carried his legacy onward. Walmart is a global leader in the retail industry and continues to grow. Walmart is now in 27 countries and employees over 2.2 million employees. Walmart owns top companies such as Sam's Club, ASDA stores Ltd., Seiyu Group, Jet.com, and more. With all its entities, Walmart's net sales worldwide were $500.34 billion in 2018.

# Business Problem Identification

## Customer experiences

The biggest business problem I see for Walmart is customer experience. According to rule number eight of Sam Walton's ten Rules, to build a better business in the global market means that you are increasing customer expectations. To become a successful business company in the global market, you have to meet the expectations of customers. This has not been the case for many customers at Walmart for the past several years in regards to customer service. Earlier this year, Walmart announced that they would be spending over 11 billion dollars to improve stores, which encompasses the customer experience (Bhattacharyya, 2019). Company believes that if they expand the layouts, add more checkouts, pickup and delivery services will help the company to improve its services to customers. Company services entail interactions with staff, but if interactions are poor, then this will lead to a loss of the company. The problem with Walmart's services is that, customers while visiting their stores, have to wait in long lines without any support from employees(Nolan, 2014). The reason for lack of customer services is due to staff cutting, while salaried managers get enough packages based on low payroll dollars. Regardless of the price is lower, customers would rather pay a little more to experience good customer services.

# Alternatives

## Staffing

Walmart is providing a number of employment opportunities to people who would earn for their survival and improve their living standards. Every company hires staff to carry their services and to provide company services to customers. Walmart has been facing issues of customer services due to lack of availability of employees in their stores, hypermarkets and utility stores. While visiting stores to buy groceries and other products, customers have to wait for a longer time to get their products and they are not attended by employees from the company. Staffing in a company or an organization is the responsibility of human resource management. It is an important function of every organization and company which needs a lot of struggle to attract and maintain talented people (Monteiro, Correia, & Gonçalves, 2019). With the change in time, the inflow of customers of Walmart changes drastically because of customer services by employees of the company. While for companies, sales are important for growth and success, if last year sales were low, then it means that there will be no as such requirement of staffing in the company.

Walmart should hire employees based on seasons; for example, if it is summer season, then there will be a need for more staff, while if it is winter, than there will be lesser need. Always have a minimum amount of staff during certain high-volume times based on stores. For example, in some stores during the hours of 12 PM-8 PM, customer count is about 100 per hour. This may entail 50 associates on the floor to help stock and assist with checkout. During this period always, have the minimum (50 associates) associates scheduled. In the evening, the store’s customer volume is lower, and not all staff is needed. Therefore, for both alternatives and early leave is a plus for employees. People love to leave work early, so offering early leave if the low volume is seen as a bonus to employees.

### Not a Solution

 Employee management to work efficiently is important for the success of company. Staffing management for Walmart cannot be considered as an effective alternative because seasonal hiring of employees will lower the efficiency of the company. Increasing staff is not good for an organization because these risks the quality services of the company; changing staff repeatedly will make an impact on the performances of employees. Employee management has to improve staffing to ensure quality services to customers. Changing employees repeatedly may lead to hindrances in the assessment and evaluation of performances of employees in the company (Burkholder, Edwards, & Sartain, 2004).

## Higher Wages

Employees work either for two conditions to acquire skills or for earning to improve their living standards. Of companies and organizations offer a lesser amount of wages to people, and then they will not be able to improve their living standards. Minimum wages do not encourage employment for people possessing skills, which may enhance organizational performances efficiently (Neumark & Wascher, 2015). Walmart has a number of employees in their hypermarkets, general and utility stores that have let people earn. Unfortunately, job opportunities are being provided by Walmart but the problem is that the company does not provide satisfying wages to its employees. Therefore, the employee's turnover ratio is increasing with time passage, and this has to be controlled.

The suggested alternative may be improved for better customer experiences by increasing wages. There is a relationship between performance and higher wages. People who have higher wages get satisfied with their job; therefore, they are more likely to perform better. Employees in the company will not perform better because of unfulfilled wages being provided to them. To ensure the improved and quality services to customers, so that; they may be able to have positive experiences. They will not have to wait in long queues to get their products from stores. Increased wages will improve performances of employees and this will make a positive impact on customer services in the company.

## Working Environment

Working in any company or organization, the top priority of employees is a safe working environment. Safety should also be the top priority of organizations and companies to ensure quality services to both employees and customers. A company like Walmart has to ensure the quality and improvised working environment for employees. Walmart Company has a number of people coming from different backgrounds, which can be related to a diverse working environment and its culture (Gereffi & Christian, 2009). However, there are more likely chances that employees coming from diverse backgrounds may not be able to adjust and some of their actions may lead to conflicts. These conflicts may lead to threatening both employees and customers. These threats may result in the shifting of customers to other companies in the global market. To ensure the maintenance of both employees and customers it is important to create a safe working environment.

This suggested alternative may help the company to attract more customers by improving internal environment of the company. The internal environment depends on relations among employees and customers, while positive relations may enhance tolerance and unity. Having good relations and terms with customers ensures more inflow and sales of the company. For customer attraction, managers in the company have to make sure that they are promoting diversity in their company by exposing employees to work with other employees belonging to other races, ethnicities, and religions.

## Availability of Services

Walmart is growing rapidly and becoming successful in the global market. With the increase in business market, every company has to adopt new policies and strategies, while companies succeed when they are flexible towards changes. Shifting policies form traditional ways towards non-traditional ways may help to attract more people. Companies have to introduce new quality services for people to satisfy and meet their demands. Customers get attracted to services when they are offered with innovative services and products meeting their demands. Availability of services means that service providers make sure the availability of their services to every customer in the market without discriminating them based on their race, ethnicity, and geography.

Meeting customer demands increases the number of sales of products by the company. Quality services by companies improve customer experiences because of higher levels of satisfaction. The company has to make sure that it is providing maximum services to people around the globe, and it should not limit its services to one place. Encouraging local communities and markets will help to make changes in the company, and these approaches service availability will help the company to increase customers (Hocquelet, 2014). A higher number of customers in the global market will help the company to compete with the other companies in the market.

# Cost-Benefit Analysis

Cost-benefit analysis is the process through which companies and organizations analyze their decisions, new projects, and they determine the worth for intangibles. This process includes identification of the benefits of those actions, which are linked with the costs of the company. Cost-benefit analysis includes the measurement of benefits and opportunities, assessment of change initiatives, hiring, and evaluation of new staff in the company.

The cost-benefit analysis for Walmart Company includes the availability of maximum services to customers regardless of their origin and geography. Walmart decides to open a store in a rural area so that the customer would not have to pay for online services. For this purpose of making services available to a maximum number of people to ensure positive experiences. The prices, which Walmart provides are very lower as compare to other companies. Walmart provides 15 percent lower prices to customers as compared to Walgreens. The estimated food prices by Walmart are 7 percent to 16 percent. It would be a good opportunity for people living in rural areas to avail of the services as much they can.

To ensure availability of services to customers, Walmart apart from their products, have to make sure that they are also providing services from the employees. Without employees, it would not be possible to provide services.

# Higher Wages

Companies succeed when there are more sales in the company, and it is possible when companies attract a maximum number of customers. Customers may not get attracted easily, for the purpose companies have to ensure quality services to people. While employees play a vital role in making companies successful because they work there to provide services to customers. For a company, both employees and customers are important for its survival in the global market. Employees in the Walmart Company are not provided with satisfying wages so that they would be able to continue their work to provide services to the customers. Recently, it is said that the company has not compensated and paid extra on Thanksgiving while customers decided to boycott their services (Hanbury, 2019).

I believe that paying higher wages would also attract customers for several reasons. The first reason is that higher wages will motivate employees’ workers to perform efficiently; furthermore, this will increase the number of sales. Another reason is that employees and customers develop a relationship in the business market, whether it is a company or organization. The recent boycott by the customers shows that they care about the services of the employees. Therefore, Walmart has to ensure higher wages provision, and this will also increase the positive customer service experiences of customers. The company has to revise its wage policies and has to make new strategies to improve customer service experiences by improving employees' working environment and increasing their wages so that they will be satisfied with their job.

# Implementation and Timeline

|  |  |
| --- | --- |
| **Week #** | **ACTION TAKEN** |
| 1 | a. For the availability of services to customers in the rural area, there was a need for hiring and replacing new employees; to fulfill this need, new employees were hired.b. The number of employees being hired was done according to the budget of the company. c. Hiring was based on experience and qualification in terms of skills. It was made sure that the company hires efficient people so that they will deal with customers appropriately. |
| 2 | a. After the hiring process, it is important to train the employees, enabling them to learn about the environment of the company and the local people because they are the customers of services by the company. b. Employees will get training from an expert management team of the company.  |
| 3 | a. Newly hired staff was asked to give feedback to make further improvements to enhance the efficiency of the company in the new area. b. Top management was involved in the evaluation of newly hired employees.  |
| 4 | a. After every second week, it was made sure that there will be a meeting regarding the improvements and plans. b. Meetings helped management team to make further improvements to satisfy and improve the customer experiences. |
| 5 | a. To provide safe services to customers, new infrastructure was buildb. Infrastructure was to provide a safe environment and to attract more customers in the market. c. Infrastructure included a mart, which was built in the commercial area of the targeted region |
| 6 | a. To improve the quality services, it was made sure that customers are providing feedback regarding the services by employees and products available in their mart. b. Feedback is important to assess and evaluate the service quality by employees and company  |

# Conclusion

Walmart has been a successful competitor in the global market, and it has achieved a standard reputation among other competitors. To achieve more success in the global market, it is important to make sure that customers are satisfied with services by the company, including product quality and employee services. Walmart, however, has to improve customer's experiences by improving their availability of services, quality services, trained employees, higher wages, safe working environment to all, including customers and employees. In business, world employees have a direct relationship with customers because of their direct interaction. Employee availability in terms of their services improves and attracts the customers to avail of maximum services by the company. Any hindrance in customer service will make a negative impact on the sales of a company in the global market. Walmart has to pay higher wages to its customers because they will get satisfied with their job and their working environment. While their increased levels of interest will enhance better service delivery to customers in the market. Walmart can improve customer experiences by providing quality services and appropriate wages to its employees.

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