Case Study: Questions & Answers

Name

[Institutional Affiliation(s)]

Author Note

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1. In the given case study, Baby Product Corporation was an American company that produced different infant care products. This company started its business with the production and selling of milk for babies. This company expanded its business and started the production of many other products for baby care. This company also produced many types of maternal health care. Phototherapy devices, baby monitors were the two most profitable products of this company. All the production and sale of this company took place in America. So the Americans were the buyers of these products.
2. In 2001, the company decided to expand its business in Latin America because there was a demand for infant and maternal health care products. But there were not many competitors in this market. So, there was a scope for the BabyProduct Corporation that it can expand its business in Latin America.

The expansion was very successful. This company established 10 new sales units in one year.

1. The company decided to market its products in Latin America by providing training to the retailers. This training was about the use of these health care products. The company also established a call center for its customers. The company did not directly market its product to the mothers and families because it would be against the codes of marketing established by international organizations like UNICEF and WHO.
2. The company wanted to provide quality training to its customers about the use of its equipment. The BPC started a call center service for its customers so that customers could get better and direct information from the company's representatives.
3. Customers of BPC were increasing at a very rapid rate in Latin America. The company was providing most of the guidelines to families through retailers. The increase in customers made it difficult for retailers to provide quality guidelines to customers. The company started online customer support to create a strong relationship with customers and secondly, to ensure the quality of customer support. The customers have also demanded this call center because it would be easy for them to talk directly to the representatives of the company and acquire quality instruction.
4. Jennifer Ames was the decision-maker in the provided case study. She was working as the Senior Director of Global Customer Support department of BPC. It was her responsibility to provide quality assistance to the customers of the company by establishing a call center.
5. Four members of Ames's team were the primary audience of her speech. Jill Henley, Jordan Burton, and Jeff Garvey were American members of the team. Sonia Enriquez was also a member of the call center team and she belonged to Costa Rica.
6. There were four employees in the given case study. Jill Henley, Jordan Burton, and Jeff Garvey were American members of the team. Sonia Enriquez was also a member of the call center team and she belonged to Costa Rica. All four of them are customer support representatives in BPC.
7. There occurred a conflict among the four members of the team. All three American customer support representatives were not happy with their Costa Rican colleagues. The solution to this conflict was very critical for Ames as she was the senior director of the department. This issue could become a breaking point between her team and her.
8. The conflict arises because the salaries of three American members of the team were deducted due to the conduct of their Costa Rican colleague Sonia Enriquez. The new salary deduction policy was the underlying factor that became the source of the issue because all teams had to pay the price for the mistake of an individual member.
9. There can be two possible solutions to this situation. First, the possible solution is to remove the policy of deduction in the salary of the whole team. The deduction should be made individually based on the performance of each member of the team. The second possible solution can be the transfer of services of Sonia from this department to some other department.