Case Study Analysis

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[Institutional Affiliation(s)]

 Author Note

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**Problem Statement and Background**

Baby Product Corporation was an American company that provided hypothetical case studies. This company started its business with the production and selling of baby formula. 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 no many competitors in this market. So, there was a scope for the Baby Product 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. 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. Jennifer Ames, 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. 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. These all four were the customer support representatives in BPC.

Jennifer Ames decided to fix the duration of all calls that were received by the customer support representatives. After doing research on the sales data and frequency of customer's queries, she asked all customer support representatives to spend a maximum of seven minutes with each customer. She had imposed this restriction due to two reasons. Firstly, she wanted a minimum call waiting time for customers. Here second objective was to minimize the cost of this department. To achieve her objective, she announced that all four members of her team would work together as a single unit, and their performance would be evaluated as a team. Moreover, if the average call duration increased form seven minutes, the salary of all members would be deducted by one dollar per extra minute for every call.

After one month of working as a single team, the average call duration was 7.3 minutes, which was higher than the target, and a deduction was made over the salaries of all four representatives. The three American members of the team were not happy with Ames and their Costa Rican member of the team because their individually call duration time was significantly less than the targeted time. But the individual call duration time Sonia was 13 minutes. All the other members had to pay the price for the long call duration of Sonia and they were not happy with this. Ames was worried because her team was on a breaking point.

**Facts**

The following were the facts in the provided case study:

* The average call duration of Enriquez was 13 minutes.
* The average call duration of the other three members was significantly less than the target.
* All members had to suffer due to the long calls of Enriquez.
* Henley, Burton, and Garvey were not happy with the long calls of Enriquez.
* Customers were more satisfied with Enriquez as compared to other members of the team.

**Goals**

The objective of Ames was to resolve the conflict that was arisen among the member of her team.

**Solution 1**

Renew the deduction policy so that the performance of one individual cannot harm the reward of other members of the team. Deduction in the salaries should be made on the bases of the individual performance of workers. This will help in getting a constructive and progressive environment within the team.

**Solution 2**

The other possible solution can be the transfer of Enriquez from customers reprehensive to the marketing department. This will not only resolve the conflict, but they can also become a source of an increase in sales.

**Recommended solution**

Solution 2 is my recommended solution because Sonia Enriquez had already worked in the sales department, and she had proven herself there as a dynamic sales representative. Her skills and abilities could be better utilized in the sales department.