

HOLT.edited.docx

by

Submission date: 29-Sep-2021 03:11PM (UTC-0600)

Submission ID: 1660966586

File name: HOLT.edited.docx (19.03K)

Word count: 345

Character count: 1967

Discussion Post

Customers are essential in every business because it makes them thrive by purchasing their products or services. Therefore, HOLT CAT company deals with the production of Caterpillars and their parts and systems (Viddler, n.d.). The company handles their customers with utmost priority by understanding what is important to them and delivering it as soon as possible to fill their demands. The most critical thing to the company clients is uptime. HOLT customers depend on the machines to get their daily bread and satisfy them; consequently, a slight breakdown and long hours of repair will create dissatisfaction. Thus, the engines need to keep operating. Holt has a large inventory designed to meet customers service by obtaining the parts on time.

Holt concentrates on improving customer satisfaction by implementing more strategies to ensure they get their parts and other services as quickly as possible. Mobile shops are one of the strategies for enhancing customer satisfaction. The shops allow HOLT's team to take equipment and parts to the customer site, stopping maintenance programs that could take several hours or days (Viddler, n.d.). Customer satisfaction is enhanced because the mobile shop strategy will allow HOLT to track where the customers are on-site; they will provide essential site services and perform the repairs and system installation when the customer needs it. The next day the machines are at work.

The foundation of HOLT's customer service is the organizational culture they have established. Although the company has five values that guide its operations, the first one that makes them successful is ethical (Viddler, n.d.). Through customers understanding that the company they deal with is ethically responsible, it builds on their reputation. HOLT machines and systems are extensive and perform critical jobs; therefore, I would consider the online

customer care and creating a point of sale for their customers. HOLT's customer service has concentrated on building stores where the parts are taken for customer delivery. I agree with HOLT's customer service tactic because they all aim at reducing the time for delivery of machinery parts.

References

Viddler. (n.d.). HOLT.

<http://www.viddler.com/embed/a7753856/?f=1&autoplay=0&player=full&disablebranding=0>

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes Off

Exclude bibliography On

Exclude matches Off