

Netflix case

by Name Name

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Introduction

Netflix is one of the companies that have used a very unique technique to grow its market at an alarming speed. The company was only present in the United States by 2010 and seven years later, it had grown its global presence and expanded to more than 190 countries across the world. This expansion led to over 130 million subscribers to the online TV and the majority of the subscribers came from outside the U.S. Today, it has international streaming revenue that exceeds its domestic streaming revenue. This paper offers a summary of how Netflix grew and expanded so quickly in the ³ article: *How Netflix Expanded to 190 Countries in 7 Years* (Brennan, 2018).

Strategic moves that propelled Netflix's successful international expansion

The first strategic move is orchestrating the process of entering into the new markets. Instead of entering all the markets at the same time, Netflix chose to start with markets that were nearer and similar to that of the US. It started with nearby markets such as Canada, which has similar characteristics to the U.S market and had fewer foreign challenges. Using the experiences and lessons learned in that first phase, the company was able to enter into the second and the third phase of expansion.

The second move involved responding to and working with the new markets. Netflix adopted a strategy of working with local companies such as cable and cellphone operators in the new markets to gain win-win relationships. Such relations helped to make Netflix's content available by, for instance, having a Netflix button on TV remotes controls, signing contract agreements with major studios, sourcing content produced within regions, and appealing to customers in the international market.

How Big Data helped Netflix in the second phase

The second phase of Netflix's expansion utilized big data analytics and internet expansions and saw it have a more extensive international expansion. Big data analytics helped because it could choose the markets using information such as the level of attractiveness, presence of affluent customers, shared similarities, and availability of internet in the areas.

Meaning of Exponential Globalization

According to the article, exponential expansion is what summarizes the expansion strategies used by Netflix to reach many countries. It refers to is a wisely coordinated cycle of extension which is being implemented at increasing speed to an expanding number of customers and countries.

A scenario of a company that failed to expand globally

A good example of a company that failed to expand globally is Hailo, a peer-to-peer ridesharing taxi powered by an app. It was a UK-based ridesharing app that gave up in North America (Seale 2019). The company lost to stiff competition and price war from existing apps such as Uber and Lyft. The company is however doing well in Europe but pulled out of America due to competition.

Reasons why companies fail to expand

There are many reasons why companies fail internationally and are unable to expand globally. One of these reasons is stiff competition in the new markets where they expand. Companies may also face harsh restrictions in new countries and limit their sales or advertisement. Some companies have also failed for expanding for wrong reasons, using traditional domestic operations in new markets, underestimating the cost of operations among others.

Conclusions

Improving the call center operations is one of the strategies to improve customer satisfaction in any business. According to the call center waiting time file, the organization has a time in a queue of fewer than 150 seconds. However, the TiQ is very close to the required standard. Therefore, it would be wise for the company to implement some strategies to improve it even further. That may include staffing the call center appropriately, using customer-centric software for the call center, and empowering the call center staff to conduct proper monitoring of their queue calls. That will reduce the chances of negative reporting of the organization by customers who wait too long on the calls. The calculation of the average service time after the new protocol shows that the new service time was about 180 seconds. This was a great improvement from the previous 210 seconds. That shows that the new protocol of channeling calls to CSR depending on their area of expertise was a necessary move and served its purpose of reducing the service time. Therefore, companies need to rethink their call center operations to ensure they improve the service of customers. That will not only improve customer satisfaction but it will also give customers a good experience with the company. It will also increase the number of customers served at any given time.

References

Brennan, L. (2018). How Netflix expanded to 190 countries in 7 years. *Harvard Business Review*, 12.

Seale A. (2019). Seven epic cases of companies that failed internationally. Retrieved from <https://www.firmex.com/resources/blog/seven-epic-fails-by-businesses-that-tried-expanding-into-foreign-markets/>

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