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# Service System Application

Student's Name

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# Introduction

- ▶ Many organizations work by ensuring they deliver the best products and services to the customers
- ▶ The Home Depot industry used in the assignment focuses on home improvement needs
- ▶ Home Depot supplies tools and home improvement goods and offer services in America
- ▶ The presentation will explain Home Depot background history and the services they offer
- ▶ Examine and assess the company's customer service strengths and weaknesses and the comparisons

# The Home Depot

- ▶ Established in 1978 by Arthur Black and Bernie Marcus (The Home Depot, n.d)
- ▶ The founders started with two stores in Atlanta, GA.
- ▶ The hardware company improved to e-commerce in 2000
- ▶ Home Depot core values enabled them to be revolutionary in hardware stores in home improvement and the retail industry (The Home Depot, n.d)
- ▶ With over 2200 stores in North America, the company has expanded to Mexico and Canada (The Home Depot, n.d)



# Home Depot Services

- ▶ Painting services
- ▶ Electrical services
- ▶ Handyman services (Home Depot, n.d)

**WINDOW  
INSTALLATION**  
LET US DO IT FOR YOU



## Installation Services



- ▶ Heating and cooling (Home Depot, n.d)
- ▶ Kitchen
- ▶ Doors and windows
- ▶ Bath (Home Depot, n.d)
- ▶ Water heaters

## Outline of System Strengths



- ▶ Personalized install portal
- ▶ Provides customers with straightforward communication with the main point of contact through the project implementation
- ▶ The portal offers information for every stage and what will be done in every step of the installation

# Outline of System Weaknesses

- ▶ When the website portal is down, it can affect communication
- ▶ Contractors utilized that are not proficient can result in improper installations
- ▶ Ordered equipment and tools can be out of stock
- ▶ There can be challenges in communication between installers and managers

# Analysis of Industry Comparison

| Home Depot  | Lowe's  |
|---|---|
| <ul style="list-style-type: none"><li>➤ Provides installation services and Handyman</li><li>➤ Does not list the services on the website to fit customer's budget</li><li>➤ Contractors apply, agree to background checks and wait for approval</li><li>➤ No person to chat online</li></ul> | <ul style="list-style-type: none"><li>➤ Provides installation service (Lowe's, n.d)</li><li>➤ Installation services listed to fit customer's budget</li><li>➤ Contractors licensed when applicable</li><li>➤ Has an expert to chat online</li></ul> |

# Conclusion

- ▶ The market is changing based on customer needs and companies to adapt and fit in.
- ▶ Home Depot is the most recognized home enhancement retail stores and has efficient customer service
- ▶ The company has improved customer service to installations and handyman services to satisfy their customers
- ▶ Some of the services comprise electrical and painting services
- ▶ The system strengths are personalized install portal and direct communication
- ▶ Weaknesses are communication failure when the portal is down and using contractors that are not professional
- ▶ Home Depot's most significant competitor is Lowe's, but the services offered by Home Depot makes it more preferred by customers

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