

snow_white9554

by Snow_white9554 Snow_white9554

Submission date: 10-Apr-2019 08:57 AM (UTC+0800)

Submission ID: 1109315414

File name: Ottawa_Way_p.doc (39K)

Word count: 705

Character count: 4050

Ottawa Way "Thrive A Case Analysis

Name:

Institution:

OTTAWA WAY” THRIVE A CASE ANALYSIS

Ottawa Way “Thrive A Case Analysis

Introduction

The “Ottawa way” thrive is an article that focuses on the need of a county. Intending to offer quality services to visitors, newcomers, to the inhabitants as well as to the employee, the Ottawa County has adopted the customer-centric culture with the aim of facilitation of a conducive business environment. Ottawa County according to the article is located in the southwest part of Ohio with residents slightly exceeding 250000. The residents enjoy the beaches of Lake Michigan and parking on an area estimated to be 700 acres. The county is also a vacation destination with Holland; grand havens coastal guard heavens and Michigan’s tulips time festivals (Vanderberg & Capodagli, 2015). Due to the presence of these assets, it means quality services will be offered to the visitors, residents as well as employees. With this, the county engaged with the author of the bestselling book the “Disney way” that will help to establish a good customer service culture. This paper critically reviews the article “The Ottawa way thrives” by Vanderberg, A., and Capodagli, B.

Case Analysis

The Ottawa County integrated the customer-centric method of enhancing customer satisfaction in the public sector administration same to that one of Disney organization has employed. The county management incorporated various strategies which included practical seminars for its employees and the subordinates involving all top leaders in their conferences. This helps in providing effective customer service and significantly improving the personal skills in handling clients which in turn promote the county reputation as the article indicates. Importantly, the county has seen the need for communication and feedback approach as a way of facilitating customer-oriented feedback (Vanderberg & Capodagli, 2015). Training of the employee started with the members going for a three days’ leaders workshop with the

OTTAWA WAY™ THRIVE A CASE ANALYSIS

member having their meetings monthly to evaluate whether various customer service techniques and assess the accomplishments.

According to the article, the Disney way of customer service approach was adopted by the county officials to enhance client-oriented culture. Some of the strategies used might not primarily lead to the success of various departments since the systems developed for the leaders to have a self-assessment on their working may lead to individuals giving incorrect information (Vanderberg & Capodagli, 2015). Since individuals do not change very fast in an organization, other methods integrated like the creation of the communication team to help recruits to adapt to the most current working environments takes a lot of time to establish.

Further, to implement the high method amount of capital is required which may lead to derailed of some activities due to lack of adequate monetary. More importantly, the information of a brain trust that helps in providing support and advice to the staff's personnel may have a more significant influence on the decision-making process of some workers. However, incorporation of the technique may have various benefits as it can facilitate the production of customer relations as well as their maintenance (Vanderberg & Capodagli, 2015). For instance, when staffs are trained on systems that affect various sections and department of the organization like technology upgrade and promotion of collaborative working helps the county to rebuild the relationship with their customers and to maintain them as well. Finally, the development of workers' expertise will lead to increased competition among various departments as well among employees since every individual can perform some task based on the same knowledge. Moreover, for integration of this strategy by Ottawa County, the development of numerous infrastructure has to be put in place to facilitate the success of the mechanism since it can be derailed by limited funding.

Conclusion

OTTAWA WAY™ THRIVE A CASE ANALYSIS

The Disney way adopted by the Ottawa county departments has signed a more significant role in enhancing customer service as well as changing the previous county's culture. It has been critical to the communication team to the success of the strategy since it made the customers feel valued and more comfortable during the provision of the services. Training of leaders and forming a brain trust to assist in making decisions helps to improve the effectiveness of the county leadership.

OTTAWA WAY” THRIVE A CASE ANALYSIS

References

Vanderberg, A., & Capodagli, B. (2015). The "Ottawa way" thrives. *Public Management*, 97(6), 14-18

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes On

Exclude bibliography On

Exclude matches Off