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### Summary:-

The provided case study written by bachelor degree candidates of center for management communication, Marshall School of Business, university of Southern California, Los Angeles on a hypothetical problem with apple communication device, icommunicator. Apple launched icommunicator device two months ago. The customer response was too high despite the cost of 5000 USD and apple sold 50000 devices in a period of one month just after launching, within 8 weeks time apple's customers complaints were received to customer care center. The complaints were on the frequent dropping internet and calls.

The problem was with apple not with AI & I. Apple acknowledged the problem through press/media. And offered a solution to their customer on 10% deduction of the cost on account of restocking. This was

the final solution, however apple provided a plug-in device to the customers to resolve the problem but it was a temporary measure. In fact it was a design fault that's why apple asked to return the devices.

With this defective device, Apple customers response was different. around 30% customers stopped doing business with apple, around 40% customers were waiting for problem fixing and then purchasing the products while about 40% were indifferent to the problem. with this communicator. Apple took the right decision by facilitating their loyal customers with 10% deduction on returning the product. ~~throughout~~ it would be great if apple returned product with 0% deduction.

The problem is completely technical, with respect to design. The design must be reviewed and eliminate the defect and relaunch the product again with attractive price.

One of the public reactions was that why people buy and expensive device that does not fulfill the desire potential.

Mobile phones and device is made for calls and for internet purpose now a days. This industry is highly competitive and apple is one of the most famous brand all of them but now a days they are facing the challenges if they want to maintain their brand quality they should be think about all of these problems.

This is the main theme of this article.

As soon as the news of the apple iCommunicator surfaced, David and Mary Jones eagerly

bought two and switched to AT&T, the iCommunicator's exclusive wireless carrier in the United States.

Mary had not experienced any problems with her own iCommunicator and wondered if David had somehow received a defective product. "You should give AT&T a call and we'll get it figured out."

After lunch David called AT&T and was connected to a Customer Service representative who said "we have been receiving the large number of call regarding the connectivity problem with the iCommunicator. The problem is with the iCommunicator itself and not AT&T. But I apologize for the inconvenience".

David called Apple Customer Service next. This is a recurrent problem. Bill a Customer Service representative responded, Mr. Jones, the problem you are experiencing with your iCommunicator is also being experienced by other customers however, you can solve the problem by getting a special plug in for your iCommunicator. Astonished by the Customer Service representative's comment David asked "How would a plug in prevent my calls from being dropped and solve my other connectivity problems?" Bill continued "Like most mobile devices iCommunicators have antennas just with the wave of a hand are finger on the pre-order launch date, Apple received more than 100,000 pre-

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order for the iCommunicator with  
in the first 24 hours, which was  
one of the largest pre-orders that  
apple had ever received on single  
day. 4,5 After month, apple sold  
11. more than 500,000 iCommunicators,  
even considering its \$5,000.00  
price tag. with in week of the  
launch, customers reported connectivity  
issues and image problem.