

A Case study in External Communication.

Apple Inc.

Summary

This case study revolves around the problem in one of the devices of Apple, which is experienced by many of its customers. Apple received worst customer feedback about the iCommunicator connectivity.

Customers claimed that Apple is selling defective devices.

And when asked for replacement at first Apple replied that they would charge 10% restocking fee which were not acceptable to many of its customers.

Customer feedback was that apple intentionally misrepresented the iCommunicator and why would they buy a defective device or a device that does not work.

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→ Key Issues in launching iCommunicator
the first issue is that the prototypes of iCommunicator were leaked to the media, and second is they exaggerated iCommunicator before its launch.

On the pre-order launch date, Apple received more than 100,000 pre-orders for the product within first 24 hours. Which was one of the largest pre-orders that Apple had ever received on a single day.

within week of the launch, customers reported connectivity issues and image problems.

The exact problem customer had faced is when they touched the antenna the images and sound would become blurred.

Customers also reported that the device drop signals when tightly held.

that was the evident that hardware designers at apple had failed.

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What did Apple do?

Apple responded with responsibility they acknowledge that the device had connectivity problem.

But insisted that the problem is common which is something diverting the customer perspective and trying to maintain customers.

This was the best policy.

However it was solely design problem in Apple device.

Afterwards Apple issued a press conference that compared the other communicators of other companies including Blackberry.

Their press release mentioned that the problem is common and it is a fact of life.

Once again apple issued a press conference which claimed to the problem or replace the product to satisfy customers and improve its reputation.

Consumer reports information then released that indicates that a plug-in could mitigate the connectivity problem. And within a week Apple offered free plug-ins.

However it was not permanent solution, but Apple also offered the option to return their devices with 10% restocking fee.

Publics Reaction

Apple received worst reaction from public in response to that connectivity problem. public expected better performance from their new devices.

As a result Apple icommunicator fall into three categories.

1. people who are indifferent to the lack of connectivity:-

A large group of people have not had any issue even after being informed of problem. They do so because of Apple Craze in their mind and they said that it's cool, it's iconic etc.

2. people who have planned to postpone buying until problem is fixed.

This group of people reaction is somewhat negative. They want to buy the device but until the flaw in device is fixed.

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3. People who will cut ties with AT and T and Apple:-

This group of people did boycott of Apple devices and AT and T.

This group of people were so negatively affected that they directly blamed Apple and the way how they coped with the problems.

to address the critical issue Apple offered replacement with 10% restocking fee. which is I think is not a good offer.

The offer could be replacement with new device without any flaw. because Apple have good reputation and large group of consumers around the world. Apple could do more to restrain its customer and survive in market.

Secondly the Apple Acknowledged their fault which is a good thing but how they coped and trying to solve that problem wasn't professional you cannot say it's common and no one is perfect.

Customer want performance not a faulty device.

Lastly Apple played well and tried their best to restrain their customers As they Announced to adopt AT and T formula and also free offered plug-in which was temporary solution.