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Assignment 3

The strategies that Zappos is using are all very genius and great. The fact that they pay their employees to quit or leave amazes me. I have ever heard of this kind of strategy before and it's definitely very unique and useful. By offering the employees to pay the amount of money for the time they have worked if they leave, will prove to the company who's the best fit and if they leave, it shows that that person does not have the attentiveness that the company is looking for. In addition, the strategies also include great customer service. This means that Zappos offers free four day delivery but most of the time, it is delivered the next day. This builds the relationship between the company and its customers. The customers are more likely to buy from the company when they experience things like next day delivery. Zappos delivers excellent service to their customers. The agents are motivated to make the connection with the customers who reach out to them. The company has everything to do with how satisfied it's customers are at the end of the day. Moreover, the company takes a radical approach because it makes it stand out. People are given the freedom to choose their role. The employees are free to make decisions in their work and push the company forward together. Amazon is another example of delivering great customer service. It offers a combination of satisfaction, value and delivery efficiency the same as Zappos that consumers love. According to Foresee, amazon was "ranked highest in overall customer satisfaction." If I ever get a chance to work in Zappos, I would definitely love to because They have a great job culture. Also because they treat their employees like their own and understand the differences in people and embrace them.

