Organizational Innovation and the Need for Change

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In times of rapid technological developments and hectic schedules, customer expectations are bound to change and demand an enhanced level of availability and urgency by customer service representatives. These customer demands and expectations provoke the organization to take measures with integrated innovative and technological approaches to develop a system through which the customer service representatives can communicate, interact and engage with the customers without much hassle. For this purpose, it is recommended that the organization consider the development of an online Customer Service Support System that must be capable of providing a 360-degree Customer View through multiple mediums and perspectives.

In simple words, this system must be capable of responding to customers on an immediate basis (24/7) through multiple mediums, including e-mail, live chat, walk-in portals, etc. In this way, the customer will be more motivated to connect with the organization for purchases, sales, and other organizational processes based on their comfort level and preferences. This will also create a sense of trust, reliability, and satisfaction between the organization and its customers.

Explain the value of innovation or change and discuss the risks to an organization that is not innovative and changing.

For the organization to grow and develop in times of tough competition due to globalization and technology, it is important that the managers focus on creativity and innovation in their processes and decision-making. Research has shown that there exists a close correlation between creativity and innovation that can play an integral part in giving organizations a competitive edge. Innovation is a process by which a symbolic area in the culture is changed. Therefore, the organizations must keep tabs on the innovation; however, after it’s all said and done, that innovation ought to be joined with the demands of the client, who is the significant player in driving innovation all the while occurring at the businesses. Customarily, organizations must have an approach that they use to fulfil their clients by utilizing the system of individual connection and communication of the specialized individuals and bargain agents with their clients (OECD & Eurostat, 2018).

The upgraded service quality provided for the customers enhances their faithfulness to the service

provider. Along these lines, the thought has been paid to the idea of customer satisfaction as a corporate goal among scholastics and business specialists. Satisfaction is a critical consequence of marketing strategies that are completed in the purchase, and satisfaction is furthermore thought to add to post-securing wonders, such as verbal correspondence, repurchase objectives, and brand dedication.

Customer satisfaction would affect customer devotion. The outcomes showed a slight increase in customer satisfaction, which would exceedingly improve customer dedication. Along these lines, customer satisfaction was a factor that affected customer reliability. Furthermore, we discovered an organized structure of service quality and customer satisfaction and saw esteem, suggesting that customer satisfaction and esteem affect customers' future purchase rehearses. Customer satisfaction affected repurchase objectives. Repurchase objectives are viewed as a possible consequence of customer faithfulness.

Recommends methods for leading the innovation and change process and supports recommendations with relevant evidence.

The following are the elements that influence innovation:

1. autonomy and awareness of other's expectations;
2. critical thinking and brainstorming;
3. motivation and involvement of concerned powers and personnel;
4. management patterns, styles, convictions, and characteristics;
5. brainstorming capabilities;
6. team building and initiative characteristics of a leader;
7. an open and very informative environment;

In light of the identified variables, the following is an efficient procedure for upgrading the process of innovation internally and externally.

Recommends strategies for engaging employees in the innovation and change process and supports recommendations with relevant evidence.

One of the best ways to improve the service experience is by implementing a 360-degree customer service procedure that emphasizes the immediate availability of help needed. This can be achieved by increasing the number of designated employees and improving the communication medium, such

as implementing more phone lines with online connectivity that can provide real-time help and assistance for the customers.

Furthermore, there is a need for proper employee training and orientation. They need to be aware of protocols and customer service ethics that need to be followed to ensure complete customer satisfaction.

Analyzes how the concepts of whole-person leadership and personal leadership strengths can help with the innovation and change process.

The role of leadership management is very critical when it comes to inducing innovation, change, positive employee integration, and customer satisfaction. To ensure that the change is being brought in appropriately and sufficiently, Kotter and Cohen's eight steps of change can be used. Following are the recommended eight steps of change that ensure positive and constructive change management (Kotter, 1996):

- Sufficient Staff and Sufficient Urgency
- Guiding Team
- Get the Vision Right
- Communication
- Empower Action
- Creating Short-Term Goals
- Don't Give Up
- Sticking with the Change

Assuming that an association has viable management and a great group of managers, the managers can help the entire association in a quite centred manner. This had an effect on innovation in this sense, which got to be more acknowledged and additionally included esteem in the greater part of the techniques. Another fact that came to notice while investigating them was that they also had a large number of young employees, implying that they were bringing in new approaches and ideas.

References

OECD, & Eurostat. (2018). Oslo manual 2018: Guidelines for collecting, reporting and using data on innovation (4th ed.). OECD Publishing. https://doi.org/10.1787/9789264304604-en

Kotter, J. P. (1996). Leading change. Harvard Business School Press. https://www.hbs.edu/faculty/Pages/item.aspx?num=137