

Valet Insurance Company

Name:

Institution

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As noted earlier, one of the key challenges facing Valet Insurance Company is poor customer rating. The challenge is mainly brought by the misunderstandings between the company's clientele and the management, and this has had a considerable setback to the performance of the organization. The other notable aspect that has contributed to the poor rating is the agents' performance. For instance, the agents have not disbursed adequate knowledge with regards to various insurance policies leading to further misunderstandings. Such challenges have the potential of negatively affecting the company's client base, profitability, and market share. It is, therefore, imperative that a better solution is put in place to check on the client ratings. Some of these solutions are discussed as follows.

1. Performance Training and Coaching

According to Hamm (2015), attaining excellence through performance is attainable in two key ways. The initial way entails taking a proactive position through the unearthing and prevention of the counterproductive activities. Thus, prevention of poor rating by the clientele may require the execution of customer care training for the company management and agents with the objective of minimizing poor ratings.

The other means of attaining performance excellence is correcting performance challenges, which might have resulted in the poor ratings by the clientele, as they arise in the company. To accomplish this, the root causes of the poor ratings will first be acknowledged, and an action plan executed so as to correct the challenge. In Valet Insurance Company's case, coaching and training can be used in fixing the poor performance challenges given that the solution to the poor rating by the clients call for learning of novel approaches to handling

customers. Furthermore, training is a vital settlement of the challenge facing Valet Insurance Company as it employs a structured plan that is meant to offers the organization's management and agents the apt skills and knowledge to perform their tasks. On the other hand, coaching is bound to assist them in gaining increased competence in addition to overcoming barriers so as to enhance their job performance to the required standards.

Several factors might have; therefore, led to the dismal performance and these include lack of adequate knowledge, lack of resources, processes, and motivational culture. However, in instances where the workers and agents have a favorable attitude and knowledge but still perform dimly, then the poor rating might be out of the worker's control. The challenge might, therefore, be attributed to lack of time and resources, the tasks performed may be requiring process enhancement, and the employees' workplace might not be planned ergonomically.

Also, the other reason why the employees might not be performing better leading to poor rating by the clientele is as a consequence of the lack of job knowledge and a favorable attitude, and as such the workers may turn out to be inappropriately occupying their positions. In such instances, the solution to the challenge requires either discharge or transfer of the employees, and review of the company's worker selection and promotion process.

Lastly, the other notable reason why the organization might be facing the challenge of poor rating by the customers might be the lack of necessary job skills and knowledge. Based on these observations, further coaching and training are the feasible solutions to the challenge facing Valet Insurance Company.

2. Continuous Process Improvement

According to Poell, Rocco, and Roth (2014), quality is an ongoing and arduous pursuit and process improvement is an ongoing effort meant to unearth and purge the key causes of

challenges in an organization. Thus, continuous process improvement is attained through the use of small steps enhancements as opposed to the execution of a huge improvement. The main objective of continuous process improvement is not to deem the workers as responsible for the failures and challenges but rather a way of seeking ways of improving performance.

Valet Insurance Company may, therefore, solve its problem of poor customer rating by executing continuous process improvement with regards to its customer care service provision. This is in line with Hamm's observation that continuous process improvement is vital as process accounts for nearly 80 percent of the challenges faced by business even as workers account for the remaining 20 percent (2015).

Therefore, continuous process improvement will not only allow Valet Insurance Company to recognize the causes of its poor customer rating challenges but will also enable it to use the knowledge gained in reducing variations, improving client contentment and eliminating activities that may have no value to the company. Further, Valet Insurance Company may make use of the Systems Approach as a continuous process improvement procedure as it enables it to analyze the problem, generate apt solutions, and formulate detailed procedures for executing the solutions and evaluating the efficiency of the solution.

Conclusion

Poor rating by clients has various adverse effects on the company including loss of market share, loss of profitability and lack of competitive advantage. As such, coaching and training, and continuous process improvement are amongst the critical solutions that if executed accordingly will enable Valet Insurance Company to attain its objective of positive customer rating. It is, therefore, recommended that the company implements these solutions as they are likely to last longer and ensure that the company does not suffer from the problem in the future.

References

Hamm, R. E. (2015). *Continuous Process Improvement in Organizations Large and Small: A Guide for Leaders*. New York: Momentum Press.

Poell, R. F., Rocco, T. S., & Roth, G. L. (2014). *The Routledge Companion to Human Resource Development*. London: Routledge.