Amazon

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Amazon a leader in the use of technology

Amazon is a leader when it comes to the use of technology to reach its customers and provide them with the service they require and deserve. Amazon was founded in 1994 by Jeff Bezos and is based in Seattle. They use different strategies to reach out to customers and make sure they are aware of all the products and services that the Amazon corporation has to offer. They work to ensure smooth delivery of their products at the lowest possible cost. They provide first-class customer service and are the ecommerce front runners across the industry. Just how they do all this through the use of their website, social media and marketing technique is a blueprint for others to follow. The strategies they use to achieve their success put them at the top of the ecommerce ladder.

Amazon give the consumer a unique opportunity to purchase products of major brands with easy online ordering on their website Amazon.com. With just a quick search, you can find the item you are looking for with a wide range of choices and prices. You can categorize price, style or even brand to limit your choices. Amazon offers free two-day delivery service though their Amazon Prime program which requires a membership fee but also offers movies and low product prices for members as well as other options. They remain in contact with all their customers and make full use of the technology available with an email campaign that keeps members informed of items that still remain in their cart from the website, special offers tailored to the customer's specific interests, order confirmations and thank you's with special product recommendations. This innovative marketing plan uses technology to build the company's customer base and keep them there.

The website also offers self-service support with detailed product images, descriptions and reviews. The site performance ranks as one of the highest in site load time, which many ecommerce companies have discovered is key to their success. (Rao, 2011) One-click ordering of recommended products is another technological innovation that Amazon.com has available. Knowing the interests and needs of every customer has helped Amazon tailor purchasing recommendations and has increased their overall profits. Amazon has also created technological breakthroughs in mobile access. Their mobile-first service is an original idea that makes negotiating the Amazon website on your phone a simple and enjoyable experience. By using search functionality and clever categorization, Amazon has streamlined the process of searching and ordering products on your mobile phone. Auto-fill on the search engine and one-click mobile ordering have made the ordering experience easier for Amazon customers on the go. (Anders, 2013)

Amazon's Facebook page is just as easy and fun to navigate as the website. They have some ads running but that does not take away from the interesting comments from customers and the great ideas about new products. Amazon uses the page to communicate with customers and answer questions. They post information about products and news about the latest shopping trends. The only criticism I have is that the Facebook page looks kind of bland and they might explore ways to make it look more interesting. Overall, the Amazon Facebook page is an effective technological tool for the company but I don't think they are maximizing its benefit.

There are other technological breakthroughs that Amazon has made. The heavily publicized drone delivery campaign has made the future the present and it is not uncommon to have an Amazon drone deliver your online purchased product. Amazon has also launched original series with worldwide distribution on their Amazon Video as part of Prime membership. Several original dramas have been highly successful, such as the detective series *Bosch* and the alternate history hit, *The Man in the High Castle.* Their comedies, *Mozart in the Jungle* and *Transparent* have been award winning shows. Amazon continues to expand their offerings and this has only contributed to their worldwide success.

In conclusion, Amazon continues to provide quality customer service through the use of technology on their website and innovative delivery services. Their Facebook page needs more work but it gives customers a chance to directly communicate with Amazon to solve issues and answer questions. Amazon will continue to work on improving its use of technology to reach consumers and will always stay current with the latest trends to make ecommerce enterprise to most efficient way of shopping.

References

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