

Apple Inc. - Online Warranty and Repair Services

[Author]

[Institution]

Apple Inc. - Online Warranty & Repair Services

Advancements in technology is common around the world, and everybody has experienced it either directly or indirectly. One of the main reasons that business activities have expanded is because of major developments in this sector. E-business is a trend that is booming and many businesses have taken advantage of this Internet opportunity. This has resulted in such benefits as cost savings, as well as savings in time, labour and expenses. Additionally, technology has brought several benefits for people everywhere; however, no online centre for gadget repair is available. Many Apple product consumers do not like the traditional warranty claim process because it takes up too much time. However, an Apple gadget repair centre online is necessary. Apple's e-gadgets clinic will provide customers with technical assistance when they are having facing issues with their gadgets. Qualitative and quantitative marketing research approaches will be used to analyse this service. Additionally, ads via social media, print media, television and billboards will be used, and the company website will address all hardware and software issues with Apple gadgets. Many people tend to avoid going to warranty centres and repair shops because of the long processes; but this online assistance centre support customers directly, while they are in the comfort of their homes. This will be good because People are annoyed by having to wait in lines at repair centres. This is why they try to find solutions to problems online. The website will allow customers to interact with Apple's technical gadget experts via video chat. Most software issues can easily be resolved online. Apple's representative will fully assist the customers. In case of hardware or other issues, technical experts will advise that customers send their gadgets to Apple's office for warranties and repairs. Within a week, customers will have their repaired gadgets returned to them. Apple's e-gadgets clinic can be

successful if it is handled properly. Customers who tend toward online business activities are constantly emerging; therefore, positive reception of the e-gadgets clinic idea can be expected, and the role of technical experts will be the deciding factor in the success of this business idea.

References

- Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009), *Internet marketing: strategy, implementation and practice*. London: Prentice Hall.
- Cusumano, M. A. (2010). Platforms and services: understanding the resurgence of Apple. *Communications of the ACM*, 53(10), 22–24.
- Johnson, K., Li, Y., Phan, H., Singer, J., & Trinh, H. (2012), *The Innovative Success that is Apple, Inc.* NY: Wiley.