

Potential Customer Services:

- Request Customer Review:

My idea with this change is that after the parcel has been delivered to the customer, a notification pops up on the customer's phone, and when they next open up the Amazon app, they have to leave a star rating and a written review regarding the delivery time, customer service, and product, so therefore they can post this review under the product information, in order to help other customers pick the best product for them, as sometimes when you look on Amazon, there aren't any reviews, so you feel you are taking a risk when spending the money, whereas, if there are hundreds of reviews, you will then get all the information you need regarding the product and delivery in the future, so this will not only impact one customer on the website positively, but will make the website better as a whole, as there is more feedback, making purchases safer, and customers will be able to separate good products from the bad ones, making the experience much smoother for the customers. The main issue is that the customer may not want to give a review, however, we need to make sure that the review system is quick, so that they can post a review and move on.

- Couriers Delivery Methods:

My idea with this change is that the couriers take more care with delivering parcels, as there are many instances in which couriers throw the parcels over gates and the products are damaged, and as a result, the customers aren't happy with the service and they have to get the customer service site in order to have the issue resolved, so for this I suggest that instead of using other couriers such as DPD, Hermes, etc, they have their own courier service, as they will then be able to control how couriers deliver parcels, as I imagine it is very difficult to go through other companies and resolve the situation with the individual couriers who deliver the parcels, so if Amazon have their own courier service they can control, it means there will be more accountability, and more regulation, leading to better deliveries, leading to less complaints, leading to happier customers in the long term. The main issue with this is cost, as it would be very expensive to set up this system logistically, however, they may be able to recoup this money over time with delivery costs, and another pro is that they would be creating jobs as a result of this, so this solution gives more positives than negatives as a whole

- Reliable Tracking System:

There have been many issues that have risen from the Amazon tracking system on the app, as I have personally used it, and every time, it isn't reliable, as in the morning, it will say that the parcel is only a few stops away, and the parcel will arrive hours later, so with this unreliable system, it can cause a few issues, as the customer may make plans, as they may expect the parcel to come in the morning, as if the parcel doesn't arrive until later, it will impact the person's plan for the day, so I