

Apple's customers would have kept faith with Apple attended to the problem correctly. "Customers are the lifeblood of any business or organisation." (Crandall et al, 2009) There may be unpleasant consequences for a company that does not appreciate the proper implementation of effective customer communication. All of these forms of solution show the customer that Apple is willing to go above and beyond to satisfy the customers' needs and therefore keeps the company's well-earned brand name. As well as showing the customer that they are valued. This would therefore give the company brand loyalty and a positive long-term gain: their credibility, revenue and market share.

Concerning Apple's main stakeholders: shareholders, Apple employees and iCommunicator buyers are the biggest stakeholders in this case. If Apple lost its credibility, it would therefore lose a part of its market share because of the poor attempt to communicate externally. Apple's shareholders would, as a result, take the biggest hit. Unsurprisingly, if Apple lost customers, the company would lose revenue and consequently market share and Apple's shareholders would lose value in their stock. Apple's employees are also stakeholders in this case, as they are the ones who have to deal with the unhappy customers. Apple intensified their customers' discontent with their faulty iCommunicator by addressing the issue with the public the way they did. Unfortunately, for Apple's employees they have to suffer the effects of the management's judgements to communication. It could also have a negative effect on the employees in the long-run: with the amount of complaints, customers are very likely to lose their loyalty to the brand and buy their competitor's product. Resulting in company losses and ultimately job losses. Finally, the customers: their biggest loss is the \$5,000 which they paid for the phone. If Apple were not able to fix the technical malfunction, the customer would have wasted a substantial amount of money. If the customer tried to return the defective iCommunicator, they would still be at a loss because of the restocking fee Apple was charging customers.

To conclude, the antenna problem was not Apple's biggest failure, it was Apple's poor attempt at communicating effectively with the public. Apple made a poor decision in releasing a defective product, but an even poorer decision in not providing customers with an immediate solution which satisfied the customers' needs and not responding proactively. Rather than placing the blame on technology, Apple should have apologised to the public, gone above and beyond to regain their customers' satisfaction and ensured them that a solution for the problem was on its way. Many companies suffer from poor communication skills, which lead them to poor communication decisions. Communication is one of the most important factors in today's business world, so companies need to be diligent about how they address issues like the one presented in this case study. Good communication skills lead to a good corporate image, which results in happy stakeholders all round.