**Apple**

The company that we chose is Apple. The reason why we decide to chose Apple is because the distinct of Apple products compare to the other brands, and how successful they are in the market. Most of Apple products is in the Hi-technology industry, they have the most powerful and unique products, because of the system that was created by Steve Jobs called IOS in 1976. Apple has more than 205$ billion of cash in the bank, the chief executive Tim Cook said that Apple made more than 234 $ billion in the year 2015, and it is the most successful year. Apple sold 48 million iPhone worth 33.2 billion in its last quarter; they have an increase of 36% compare to last year. Sales in China doubled compared to the period of last year, and also some analysts predict that China could overtake the US, to become Apple’s biggest market. Apple’s reputation becomes very high around the world, when people is using an Apple product, for example IPhone, or MacBook, people will be considered as a smart person who has a high social status. Apple is a company that spawn’s fans and haters, but there is no denying that it is been super successful, and it just keeps winning in the market. Part of success comes from the fact that the company is really just a huge startup with a corporate culture that is extremely engineer focused, and likes taking care of its people. Apple is completely run by its engineers. They do not have a lot of product management, most of the project teams are really small, and they are all driven by the engineers. Most of their managers are all engineers as well, that means that the people overseeing projects understand the technology, what is necessary for a project, and can really relate to their team. More people now visit Apple’s 326 stores in a single quarter than the 60million who visited Walt Disney’s four biggest theme parks. How do they do it? As well as having customer friendly environments, intensive training for employees, when you go into their stores you feel like home, and of course their great products. A key element of their success is the culture that they have created, and crucially that they keep reinforcing that helps deliver consistently great customer experiences. Apple’s employees are trained and told not to sell, but rather to help customers solve problems. Their job is to understand all of their customer’s needs, some of they may not even realize they have. Apparently, Apple gives its people clear guidelines on what to do, and how, when it comes to deal with customers, for example, A: approach customers with a personalized warm welcome. P: probe politely to understand all the customer’s needs. P: present a solution for the customer to take home today. L: listen for and resolve any issues or concerns. E: end with a fond farewell and an invitation to return. It is simple, but it certainly seems to work. Apple are a great example of a business that creates and reinforces an UBER culture, that means: Everyone **U**nderstands what’s expected of them and behaves accordingly and consistently as a result. Systems and processes are **B**uilt to create consistently great customer experiences and reinforce that culture People are **E**ngaged, **E**mpowered and **E**ncouraged to deliver them. People are **R**ewarded and **R**ecognised for doing it. The strength about Apple’s customer service is that a lot of companies don’t copy Apple’s customer service, because they don’t realize how important it is, which is a big one. Things like customer service, marketing, and making technology easier to understand for nontechnical people can make or break a customer’s perception of a company. Apple’s customer service, which is perennially ranked highly, is illustrative of the differences. The other major difference between Apple and the rest of the field is that no other company is as subject to a singular vision. At Apple, the only person whose opinion really matters in the end is Steve Jobs, and that goes for product decisions as well as how the company is run. At most companies, there are competing agendas and that compete for resources and weigh in with differing visions on products. The weakness of Apple’s customer service is they do not actually have someone who can serve you immediately, since they are there to fix and sell their products. The reason why they do that is because the quality of their product is really good, that they don’t even have to worry about the quality issues, so customer service becomes not that important compare to their other services.