

**A case study on Dell's
call center
outsourcing**

Negociació Internacional UD3

12/13

Who is Dell?



- o An American multinational computer technology corporation
- o It develops, sells, repairs and supports computers and related products and services
- o It employs more than 103,300 people worldwide.
- o It is the third largest PC vendor in the world after HP and Lenovo.



- o The company is well known for its innovations
- o in **supply chain management**
- o and **electronic commerce**,
 - o particularly its **direct-sales** model and its "**configure to order**" approach to manufacturing—delivering individual PCs configured to customer specifications.

What does outsourcing
mean?

Outsourcing

- o Contracting **out of** a business process, to an **independent organization** from which the process is **purchased back** as a service.
- o An outsourcing deal may also involve **transfer of the employees and assets** involved to the outsourcing business partner.

What do you think about outsourcing?

Do you know any cases? Can you think of pros and cons? Do you have any personal experience dealing with outsourcing?

Asking for Opinions

What do you think?

What's your opinion?

What are your ideas?

Do you have any thoughts on that?

How do you feel about that?

Giving Opinions

I think we should get a new car.

I don't think we need one.

I believe (that) smoking should be outlawed.

I don't believe (that) it should be illegal.

In my opinion, *Gone with the Breeze* is the best movie ever made.

I feel that it's the right thing to do.

I don't feel that it's such a good idea.

Reading activity 1

*Read the following text and answer the questions below
(you can work in pairs)*

Reading activity 2

Read the text below and order the reasons according to your opinion. (From more to less important). Discuss with your partner.

Agreeing

I agree.

So do I.

Me too.

Me neither. (Agreeing about a negative idea.)

I don't either. (Agreeing about a negative idea.)

You're right.

That's right.

Good idea.

I think that's a good idea.

Disagreeing

I disagree.

I don't think so.

(No.) That's not right.

Yes, but...

(I'm sorry, but) I don't agree.

After reading activities

Focusing on the main problem/issue

What is the main problem?

What is the real issue (here)?

(I think) the major problem is . . .

Our primary concern is . . .

The crux of the matter is . . .

(As I see it), the most important thing is . . .

The main problem we need to solve is . . .

We really need to take care of . . .

It all comes down to this:

Asking for input

What should we do about it?

What needs to be done?

What do you think we should do?

What are we going to do about it?

Do you have any suggestions?

Any ideas?

Making Recommendations

I recommend that . . .

I suggest that . . .

I would like to propose that . . .

Why don't we . . .

Asking for Advice

What do you think I should do?

What do you suggest?

What would you do (in this situation)?

Giving Advice

I think you should get a lawyer.

Maybe you should try someplace else.

Why don't you call the company?

If I were you, I would tell her.