

# Exceeding Customer Expectations: What Enterprise, America's

## Enterprise Holdings

on 2019-08-20. Retrieved 2019-08-20. Burns, Stan (1997). Exceeding Expectations: The Enterprise Rent-A-Car Story. Lyme, Connecticut: Greenwich Publishing - Enterprise Holdings, Inc. (doing business as Enterprise Mobility) is an American private holding company headquartered in Clayton, Missouri, in Greater St. Louis. It is the parent company of car rental agencies Enterprise Rent-A-Car, National Car Rental, Alamo Rent a Car and also operates several other transportation services including commercial fleet management, used car sales (through its Enterprise Car Sales dealers), carsharing, and commercial truck rental operations.

It is one of the three big rental car holding companies in the United States, holding a 40% market share, placing it first, ahead of Hertz Global Holdings and Avis Budget Group.

## List of corporate titles

that products, services, and processes meet or exceed established quality standards and customer expectations. This person plays a critical role in fostering - Corporate titles or business titles are given to company and organization officials to show what job function, and seniority, a person has within an organisation. The most senior roles, marked by signing authority, are often referred to as "C-level", "C-suite" or "CxO" positions because many of them start with the word "chief". Many positions at this level report to a president or chief executive officer, or to a company's board of directors. People in senior executive positions of publicly traded companies are often offered stock options so it is in their interest that the price value of the company's shares increases over time, in parallel with being accountable to investors.

## Quality management

primary focus of quality management is to meet customer requirement and to strive to exceed customer expectations. Rationale Sustained success is achieved when - Quality management (QM) ensures that an organization, product, or service consistently performs as intended. It has four main components: quality planning, quality assurance, quality control, and quality improvement. Customers recognize that quality is an important attribute when choosing and purchasing products and services. Suppliers can recognize that quality is an important differentiator of their offerings, and endeavor to compete on the quality of their products and the service they offer. Thus, quality management is focused both on product and service quality.

## Six Sigma

improvement. It is up to the organization to determine, based on customer expectations, what the appropriate sigma level of a process is. The purpose of the - Six Sigma (6?) is a set of techniques and tools for process improvement. It was introduced by American engineer Bill Smith while working at Motorola in 1986.

Six Sigma, strategies seek to improve manufacturing quality by identifying and removing the causes of defects and minimizing variability in manufacturing and business processes. This is done by using empirical and statistical quality management methods and by hiring people who serve as Six Sigma experts. Each Six Sigma project follows a defined methodology and has specific value targets, such as reducing pollution or increasing customer satisfaction.

The term Six Sigma originates from statistical quality control, a reference to the fraction of a normal curve that lies within six standard deviations of the mean, used to represent a defect rate.

## CA Technologies

Computer Associates International, Inc., and CA, Inc., was an American multinational enterprise software developer and publisher that existed from 1976 to - CA Technologies, Inc., formerly Computer Associates International, Inc., and CA, Inc., was an American multinational enterprise software developer and publisher that existed from 1976 to 2018. CA grew to rank as one of the largest independent software corporations in the world, and at one point was the second largest. The company created systems software (and for a while applications software) that ran in IBM mainframe, distributed computing, virtual machine, and cloud computing environments.

The company's primary founder was Charles B. Wang. The main key to Computer Associates' fast growth was the acquisition of many lesser-sized software companies in the IBM mainframe industry segment. CA was known for large-scale dismissals of employees in the acquired firms, and for sometimes extracting cash flow from acquired products rather than enhancing them. Customers of CA often criticized the company for its poor technical support and hostile attitude. CA underwent a major accounting scandal in the early 2000s that led to several past executives being sent to prison. However by the 2010s, several industry organizations ranked CA highly in corporate responsibility and recognition metrics.

Computer Associates had its origins in both Switzerland (Zurich and Geneva) and in the United States (New York City). It was headquartered on Long Island for most of its history, at first Jericho and Garden City in Nassau County, then Suffolk County for two decades in Islandia before moving back to Manhattan in 2014. In 2018, the company was acquired by Broadcom Inc., a semiconductor manufacturer, for nearly \$19 billion.

## Relationship marketing

providing service quality that exceeds expectations at each step. Customer retention efforts involve multiple considerations: Customer valuation – Gordon (1999) - Relationship marketing is a form of marketing developed from direct response marketing campaigns that emphasizes customer retention and satisfaction rather than sales transactions. It differentiates from other forms of marketing in that it recognises the long-term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages.

With the growth of the Internet and mobile platforms, relationship marketing has continued to evolve as technology opens more collaborative and social communication channels such as tools for managing relationships with customers that go beyond demographics and customer service data collection. Relationship marketing extends to include inbound marketing, a combination of search optimization and strategic content, public relations, social media and application development.

## Dell

offering computers only to delivering a range of technology for enterprise customers. Dell is a subsidiary of Dell Technologies, a publicly traded company - Dell Inc. is an American technology company that develops, sells, repairs, and supports personal computers (PCs), servers, data storage devices, network switches, software, computer peripherals including printers and webcams among other products and services. Dell is based in Round Rock, Texas.

Founded by Michael Dell in 1984, Dell started making IBM clone computers and pioneered selling cut-price PCs directly to customers, managing its supply chain and electronic commerce. The company rose rapidly during the 1990s and in 2001 it became the largest global PC vendor for the first time. Dell was a pure hardware vendor until 2009 when it acquired Perot Systems. Dell then entered the market for IT services. The company has expanded storage and networking systems. In the late 2000s, it began expanding from offering computers only to delivering a range of technology for enterprise customers.

Dell is a subsidiary of Dell Technologies, a publicly traded company, as well as a component of the NASDAQ-100 and S&P 500. Dell is ranked 31st on the Fortune 500 list in 2022, up from 76th in 2021. It is also the sixth-largest company in Texas by total revenue, according to Fortune magazine. It is the second-largest non-oil company in Texas. As of 2024, it is the world's third-largest personal computer vendor by unit sales, after Lenovo and HP. In 2015, Dell acquired the enterprise technology firm EMC Corporation, together becoming divisions of Dell Technologies. Dell EMC sells data storage, information security, virtualization, analytics, and cloud computing.

### Quality, cost, delivery

exceed customer expectations. It is the result of the efficiency of the entire production process formed of people, material, and machinery. Customer - Quality, cost, delivery (QCD), sometimes expanded to quality, cost, delivery, morale, safety (QCDMS), is a management approach originally developed by the British automotive industry. QCD assess different components of the production process and provides feedback in the form of facts and figures that help managers make logical decisions. By using the gathered data, it is easier for organizations to prioritize their future goals. QCD helps break down processes to organize and prioritize efforts before they grow overwhelming.

QCD is a "three-dimensional" approach. If there is a problem with even one dimension, the others will inevitably suffer as well. One dimension cannot be sacrificed for the sake of the other two.

### Operations management for services

realize that the customer will be happy if the service provided meets or exceeds expectations. Also the interaction between the customer and the people - Operations management for services has the functional responsibility for producing the services of an organization and providing them directly to its customers. It specifically deals with decisions required by operations managers for simultaneous production and consumption of an intangible product. These decisions concern the process, people, information and the system that produces and delivers the service. It differs from operations management in general, since the processes of service organizations differ from those of manufacturing organizations.

In a post-industrial economy, service firms provide most of the GDP and employment. As a result, management of service operations within these service firms is essential for the economy.

The services sector treats services as intangible products, service as a customer experience and service as a package of facilitating goods and services. Significant aspects of service as a product are a basis for guiding decisions made by service operations managers. The extent and variety of services industries in which operations managers make decisions provides the context for decision making.

The six types of decisions made by operations managers in service organizations are: process, quality management, capacity & scheduling, inventory, service supply chain and information technology.

## Data quality

"data that are fit for use by data consumers" data "meeting or exceeding consumer expectations" data that "satisfies the requirements of its intended use" - Data quality refers to the state of qualitative or quantitative pieces of information. There are many definitions of data quality, but data is generally considered high quality if it is "fit for [its] intended uses in operations, decision making and planning". Data is deemed of high quality if it correctly represents the real-world construct to which it refers. Apart from these definitions, as the number of data sources increases, the question of internal data consistency becomes significant, regardless of fitness for use for any particular external purpose.

People's views on data quality can often be in disagreement, even when discussing the same set of data used for the same purpose. When this is the case, businesses may adopt recognised international standards for data quality (See #International Standards for Data Quality below). Data governance can also be used to form agreed upon definitions and standards, including international standards, for data quality. In such cases, data cleansing, including standardization, may be required in order to ensure data quality.

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