**Forum: Company Research**

<Author name>

<Institutional affiliation>

<Course number and name>

<Instructor name>

<Assignment due date>

**Forum: Company Research**

Tesla is a recognizable and popular brand. However, even such brands are not free from customer issues. Several concerns were reported in customer surveys, and they are related to two aspects. The first one is customer service. According to an annual survey covering Tesla owners, these vehicles are loved (Salinas, 2019). Still, the owners could not describe their service experience as excellent or satisfying. In particular, it was pointed out that the work of service centers needed improvement, as wait times were long and the problem resolution rate was low (Salinas, 2019). In addition to customer service issues, other concerns were connected with the quality of vehicles. Specifically, in another survey of Tesla owners, paint quality, wind noise, the accuracy of body panels, and wind noise were mentioned (Higgins, 2020). The main challenge here is that Tesla has not responded to these issues claiming that, based on the company’s internal data, they do not make sense. All of these affect brand image and customer satisfaction, and that is why they can be labeled as customer issues of the company.

Except for understanding customer issues of the company, it is also essential to be familiar with any external factors affecting the company. For instance, there are social issues, such as changes in customer preferences and the willingness to stand out. For Tesla, vehicles satisfy both since they fit with the tastes of those interested in reducing their negative impact on the environment by decreasing the volume of emissions and wastes as well as seeking to express their uniqueness (Salinas, 2019). More than that, Tesla is perceived as an affordable option outside of the luxury market (Salinas, 2019). It can be seen as an economic factor impacting the company since it is closely linked with the economic status of potential customers. Another set of factors is the combination of technological and economic factors, and it is the decision of Apple to refuse the acquisition of Apple (O’Kane, 2020). It is an external factor because it could not be controlled by Tesla, and the impact on the company was complicated to forecast, which is also common for other external factors. Other technological issues may include significant advancement in the sphere of electric vehicles achieved by car manufacturers.

**References**

Higgins, T. (2020, June 24). Tesla quality falls short in J.D. Power Car survey. *The Wall Street Journal.* <https://www.wsj.com/articles/tesla-quality-falls-short-in-j-d-power-car-survey-11593014428>

O’Kane, S. (2020, December 22). *Elon Musk says Apple refused a meeting to acquire Tesla.* The Verge.<https://www.theverge.com/2020/12/22/22195959/elon-musk-tesla-tim-cook-apple-sale-meeting-acquisition-refused>

Salinas, S. (2019, March 11). Tesla’s biggest problem is its customer service, according to a new Bernstein survey. *CNBC.* <https://www.cnbc.com/2019/03/11/teslas-biggest-problem-is-customer-service-new-bernstein-survey.html>