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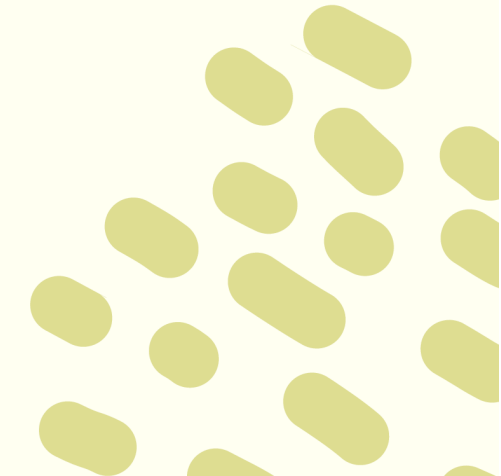
**NEW TECHNOLOGY AT UPS
CLASHES WITH OUTDATED
WAYS OF WORKING**



INTRODUCTION





The case “New Technology at UPS Clashes with Outdated Ways of Working” is devoted to United Parcel Service (UPS), a worldwide courier delivery and package logistics company, that tries to implement new technologies into an organization with a rigid work culture. As the company tries to enhance efficiency and customer satisfaction through introducing new systems, this measure undermines the culture of work provisions.

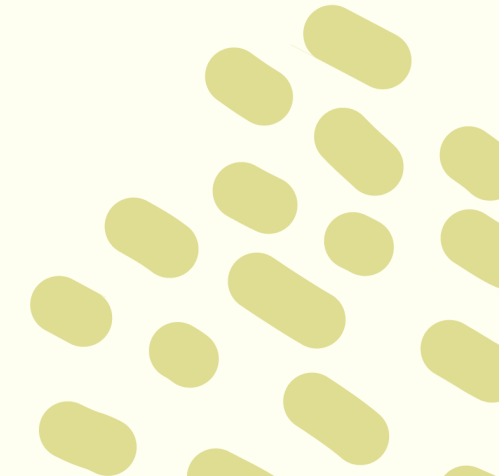




RESISTANCE FROM EMPLOYEES



Nevertheless, there are majorities of UPS employees who have negative attitudes toward the new technology. Thoroughbred, long-time drivers and warehouse workers who know how to operate the systems to get the job done turn against the new ways. They say that such adjustments disregard the aspect of human end that has been crafted over the years in decision making.



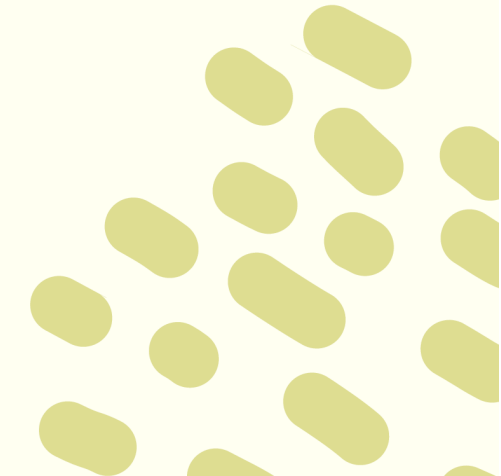



OVERCOMING CHALLENGES

As such, it becomes evident that UPS has to strike the right balance between the two concepts. It is product-centric that management must commit to realistic change programs and embrace adequate staff familiarization sessions for desired alterations in how performance is approached.



CONCLUSION



That is why the UPS case describes the main challenges of the transition to operational modernization in a large and developed company. Implementing new technology at the workplace will be successful, however, the management should balance on the strengths and experience of the existing workforce when adopting new technologies.

RECOMMENDATION



This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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