**Introduction**

            Rustic Americana, a subsidiary of Largo Corporation, has experienced poor annual sales. The main reasons for this development lie in deficient management and poor organizational culture.

In that case as the newly appointed CIO of Rustic corporation, this paper recommends best practices and operational improvement plans that can improve the operations of Rustic American and solve some of the problems that led to poor annual sales.

**Best Practice Report**

            Rustic corporations can implement various best practices to improve performance and address some significant business challenges. Such practices include:

            According to "U.S. Government Accountability Office (GAO), an organization that implements best practices and reform initiatives can significantly enhance the management of its information technology (IT) investments (2014). Rustic American can implement some of GAO's new best practices and initiatives to improve its IT investments. One such initiative that Rustic Corporation can implement is IT dashboards. IT dashboards are crucial because they demonstrate the importance of oversight and transparency. IT dashboards, also called CIO dashboards, can be used to visualize critical operational metrics relevant to the CIOs, IT staff members, and other business executives at the company. By implementing an IT dashboard, everyone will be able to understand the impact of IT investments on the health and performance of the business (Ashurst et al., 2017). Implementing an IT dashboard allows Rustic American to streamline workflow and save time. Also, an IT dashboard provides a clear snapshot of the performance and impact of IT investments on the business. Lastly, it offers real-time data on critical indicators, including tracking IT operations, other business performance, and organizational performance projects, thus reducing accountability and responsibility-related problems.

            Tom (2011) suggests that there are six secrets to successful organizational management. These include leadership skills, problem-solving skills, negotiation skills, decision-making skills, communication skills, and the ability to influence the organization (Tom, 2011). From the case provided, it is evident that the former CIO of Rustic Americana lacked most of the management best practice characteristics leading to many problems for the company. Therefore, the company should invest in employee training and education to nurture such skills. In addition, the company should develop a digital portal where every employee is involved in the decision-making process, and all employees are treated equally and fairly. Moreover, there seems to be a big communication problem at Rustic American. Therefore, the company should invest in nurturing the communication skills of its employees.

            According to Lou (2012), ethical considerations play an essential role in information technology, and various ethical theories apply to IT professionals. Furthermore, Lou (2012) suggests that IT professionals must be mindful of the following ethical considerations— competence, integrity, responsibility for work, human welfare advancement, and professional commitment. When such attributes are upheld, IT professionals would act and act in a morally responsible manner. However, at Rustic corporation, most of these attributes and lacking. Therefore, developing an ethical policy and integrating it into the business culture is crucial.

**Operational Improvement Report**

            All operations at Rustic Americana are critical for its productivity and performance. As outlined in the case report, several issues in the operational sector are demanding and require priority consideration for improvement. The operational part of the corporation primarily entails technological upgrades and organizational improvement methods. Therefore, the primary goals of this operation improvement report are 1) To ensure effective operation at the call center, 2. Enhance the ethical behavior of the company, 3. Enhance technological and technical advancement through the sustainable implementation of technological changes, and 4. Enhance call center basics.

            To enhance call center operations, Prishan must effectively identify issues affecting the call center and inform the staff of the possible variations in call center operations. Therefore, it is important to upgrade the technology and machines used at the call center and the expertise involved in the organizational structure of the call center.

            The first step to improving performance, the new CIO, Prishan, should train and educate his team members on their roles and responsibilities so that different call center staff can attend to various functions at the call center to ensure that all customers are attended to. This strategy is effective because it enhances coordination between all employees by ensuring employees are responsible for specific roles; it reduces the potential for a power struggle, and hence call center operations will be more effective. To this end, one of the best call center practices is telephone etiquette. According to Thill et al. (2013),) telephone etiquette is crucial and often necessary since it creates an excellent first-time impression and should be done right. Therefore, to improve call center operations, it is critical to train all agents in proper telephone etiquette, thus creating favorable customer impressions of the company.

            Another operational improvement plan is to improve call center operations and customer attendance during peak hours. An important recommendation is to introduce chat rooms to ensure that agents without telephone access can cater to many customers (Axelos, 2016.). By introducing chatrooms, Rustic corporation could use Information Technology Infrastructure Library (ITIL) service to improve call center operations. ITIL provides companies such as Rustic corporation with information technology solutions that support organizational change, enhance business outcomes, improve customer experience and satisfaction, and manage business risks.

            Another strategy to improve call center operations is to address issues relating to inventory stock and shipping delays. Rustic Americana can address this issue by emailing and calling customers to inform them of any developments in their orders and deliveries (Sharp, 2003). However, most people tend to ignore emails, and therefore it is recommended that the company should make a practice of calling their customers to inform them of any developments. However, Rustic corporation should use a non-broadcast number since broadcast numbers are often spammed, and customers might ignore the calls. Therefore, the company should have a number that customers are familiar with.

**Updating System and Data Server**

            According to Bainbridge et al. (2000), operations of any information technology-related company will be effective and efficient only if its systems are fully functional. Therefore, it is paramount for Rustic corporation to upgrade its systems and servers. The company should purchase new call center workstations for catering to the huge call volumes during peak hours. The company should also hire new agents to operate the new workstations at the call center. Creating new workstations will enable the company to address the problem of many unattended customers.

            Moreover, Rustic corporation must upgrade the "Cisco Voice over Internet Protocol (VoIP) phone system" since it contains flaws and deficiencies that limit its effectiveness during peak hours. Also, Rustic corporation should develop and implement an effective customer resource management system to address any problems customers might experience and establish a good brand reputation with them. Lastly, Rustic America should replace its Microsoft SQL server with the Oracle Database server. The oracle database is more effective. Its main advantage is that it uses schema migration techniques which are more secure, more manageable, and more effective for agents to use (Peterson, 2022).

**Enhancing Ethical Behavior**

            Ethics are crucial for the success of any business or organization. As outlined in the case, Largo corporation is experiencing several issues relating to unethical business behavior. The company must observe the legality of its business operations and organizational culture to address such ethical issues. Legality means that Rustic corporations must adhere to information technology rules and regulations. IT professionals should respect the privacy of their customers and their information.

            Moreover, the staff at Rustic corporation should perform their duties focusing on customer satisfaction and should be held responsible for any malpractice that contravenes ethical and legal regulations. Lastly, the IT staff and all workers at the company should act with integrity, be competent, and observe human welfare. Such services will enable them to give the utmost assistance to their customers. According to Reynolds (2011), IT professionals and staff at Rustic America must inform their clients about their products and services and provide expertise.

**Conclusion**

            Rustic American has experienced some problems that have resulted in poor annual sales. Therefore, after analyzing the issues, this paper suggests that Rustic corporation must implement some best practices such as an IT dashboard recommended by GOA and best management practices to improve its operations. Also, this paper finds that Rustic American should upgrade its technologies to address the shortcomings experienced at its call center and thus enhance customer satisfaction.

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