MIE459 – Organizational Design
Uber – The Ride To The Top

Executive Summary

The objective of our analysis of Uber's organization is to understand the secret behind Uber's growth and success over such a short period of time. Broadly speaking, we began by analyzing two things: Uber's organizational design and their product. In examining Uber's organization, we wanted to explore factors such as their strategic direction, external environment, global expansion, and ethical framework. Understanding how the organization operates would allow us to understanding what drives their success internally. In addition to the internal drivers, we focused on the actual product itself - the Uber app. No organization is this successful without an amazing product (or service) and we investigate how and why this app has been so great.

Through our analysis of Uber we found three keys to their success: their app is sensational, they are fully committed to a great customer experience, and they exhibit aggressive and resilient growth. The biggest success factor with their product is that the app is extremely simple to use, and provides everything that the customer would want. In the palm of their hand, the customer can see the estimated cost of their trip, the estimated time of pickup, and a brief bio about the driver. There are also a variety of options ranging from simple cars and cheap rides to fancy SUV's at a slightly higher price.

Overall their product is a marvel in and of itself, but no company can survive on their product alone. Uber has shown a commitment to customer service that has built brand loyalty with their customers. Both the drivers and Uber's corporate staff have great customer service qualities, whether it be a joyful riding experience, or a quick response to a complaint email. This is a great characteristic of this growing organization that has certainly been one of their secrets to success. The final key to Uber's rise has been their rapid and relentless expansion. Uber enters new cities at a blistering pace, making their presence felt regardless of how they're received. They have faced legal issues along the way, but they continue to operate and overwhelm the local governments to change the rules in their favour. Their perseverance in the face of adversity is the final key to their success.

In conclusion, Uber has been so successful so quickly because of their product, customer service, and perseverance. The main takeaway from this analysis is for anyone who is looking to start a company with the dream of being a multi-billion dollar organization; Uber's model is a great place to start. You need to be so invested in your product and organization that you will not stop unless you are forced to. You cannot sit and wait to see how the world changes around you - you need to be the driver.