



# EXPERTISE IN PRODUCT LIFE CYCLE

## 06 Our Expertise in the Defect Elimination Process & After Sales

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### OPTIMISATION OF THE DEFECT ELIMINATION PROCESS:

- ▶ Build up effective customer complaint management (factory incident, field problem)
- ▶ Reorganisation to achieve excellent customer satisfaction
- ▶ OEM<>customer communications platform development, complaint tracking, effective implementation of elimination measures
- ▶ Definition / further development of key figures reflecting customer satisfaction as a key element of management reviews
- ▶ Organisational restructuring for optimal support of „field complaints“ (field analysis, warranty cost reduction, improvement of customer satisfaction)
- ▶ Introduction of Key Performance Indicators (KPI) for the after sales area
- ▶ Initiation/optimisation hotline and call centres for technical support
- ▶ Manufacturing strategy for spare parts after end of production (EOP)
- ▶ Optimisation of logistics concepts in spare parts business
- ▶ Development of innovative service features
- ▶ Optimisation of the process for suppliers' development/recourse responsibility
- ▶ Organisation of an OEM warranty centre for suppliers

### SUPPORT/CONTROL OF THE DEFECT ELIMINATION PROCESS:

- ▶ Support of product recalls
- ▶ Analysis of customer complaints at dealers / customers
- ▶ Tracking of elimination measures (effectiveness, also at 1st/2nd tier suppliers)
- ▶ Employee training (e.g. to improve customer satisfaction, change management, ...)
- ▶ Support in the analysis/definition of responsibility for field problems (supplier/OEM)
- ▶ Support in the acquisition of field scrap parts
- ▶ Support with the verification of dealers' claims for warranty / goodwill

#### TT CONSULTING

Tilman Tillmann  
(Dipl. Wirtsch. Ing.)

Postfach 306207  
20328 Hamburg  
GERMANY

mobile: +49 (0)160 9311 6611  
Tel: +49 (0)40 7639-8888  
Fax: +49 (0)40 7639-9662

info@tt-consulting.info  
www.tt-consulting.info