

Customer Care Management Model for Service Industry

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ABSTRACT
Purpose – This paper describes a model for Customer care management in an automotive service industry. Design/ methodology/approach – Customer care management (CCM) model is developed using TQM techniques, Quality Function Deployment (QFD) and Six Sigma. The matrix structure in QFD is used to transform customer complaints into Critical-to-Quality (CTQ) parameters. By using Six Sigma DMAIC approach, the customer complaint parameters are analyzed for improvement. Findings – The application of CCM model in an automobile service industry has determined that the workload planning is the chronic problem for customer complaint. Further analysis through this model leads to restructuring of existing workload planning practice through a set of algorithms. Research limitations/impli- cations – CCM model lacks to accommodate the effect of relationship between rectification factors. Also competitor technical contemplation is not possible in this model. Originality/value – Customer is the focal point and early response to their complaint is the key to success of every business. This paper has developed a structured complaint management practice which warrants the timely response to customer complaints and speedy resolution for survival in today’ s customer driven market.

KEYWORDS
Customer Complaint, CCM Model, TQM, Six Sigma, QFD, Critical-to-Quality, DMAIC, Service Industry

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