




OPTIMIZATION OF THE CUSTOMER SATISFACTION BY USE OF THE SIX-SIGMA-CONCEPTS FROM THE VIEW OF AN AUTOMOTIVE SUBCONTRACTOR



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Grin Verlag Mai 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 2,0, University of applied sciences, Neuss, course: Marketing, 22 entries in the bibliography, language: English, abstract: Six sigma is a project-driven technique developed for sustainable business-routine enhancement. It concentrates on improving the customer s varying needs, upgrading procedures in the total company and improving the company economic situation. It can advance the company s products, services and methods in diverse disciplines such as production, marketing, finance, administration and so on. It is a kind of development to older process improvement initiatives. In times of strong competition the advantages out of implementing six sigma can be the deciding one, if the organisation can stay in the market or will go for bankruptcy. Specially for the automotive sector, where the competition is very strong, six sigma can be a useful instrument. Zero defects is an approach to increase customer satisfaction and to reduce the number of claims. In a next step satisfied customers can develop to loyal customers. The consequences of customer retention and customer loyalty must not be underestimated, particularly in an economy where budgets are frequently dwindling. 56 pp. Englisch.

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