

Case Study

Practical Application for a Manufacturer of Control
and Automation Products

Voice of the Customer Assessment Story Board...

- 1. Evaluated dealers (customer satisfaction)- This case study focuses on one dealer*
- 2. Discovered 9 previously unknown deficiencies*
- 3. Quickly drilled to root causes in “Overall Service Experience”*
- 4. Utilized NeuraTool™ analysis capability to prioritize actions*
- 5. NeuraTool™ gap analysis revealed differences between this dealer and all other dealers*

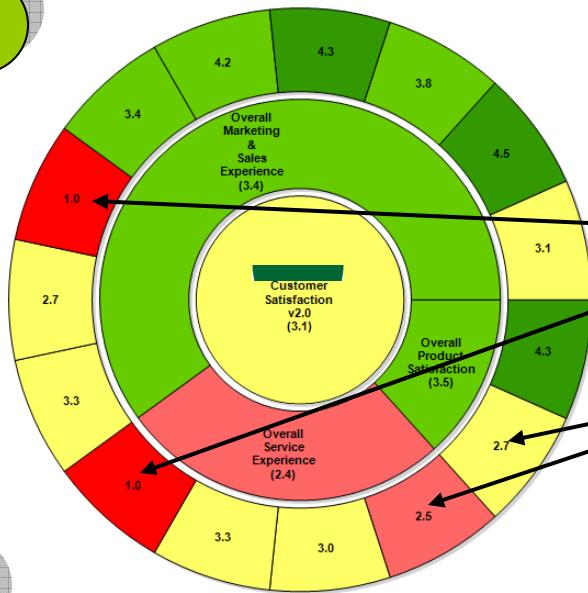
Actions Implemented:

- Implemented 5 concise actions / changes to improve performance*
- Instituted a personal Training Program dealing with best practices for Dealer 1122*
- Closed major gaps, reduced frustration levels, improved efficiency*

Discovery



1

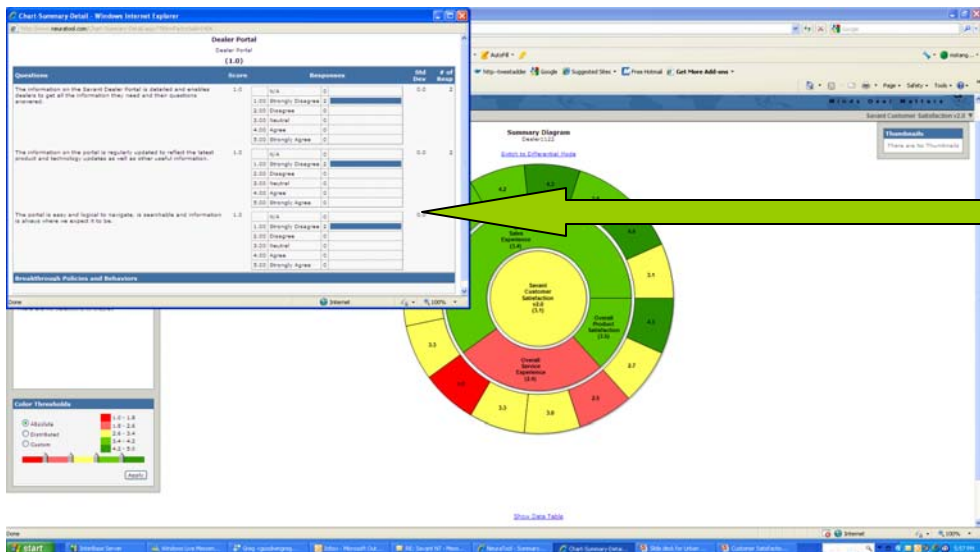


Overall Service, Marketing, & Sales Experience

Discovered critical deficiencies in Dealer 1122. The areas of concern were in the understanding of the Dealer Portal and the lack of communications that existed with the corporate office.

Discovered several other less critical but still important deficiencies. (note red and pink areas and scores) 2.7 is a relatively low score and should not be ignored.

2



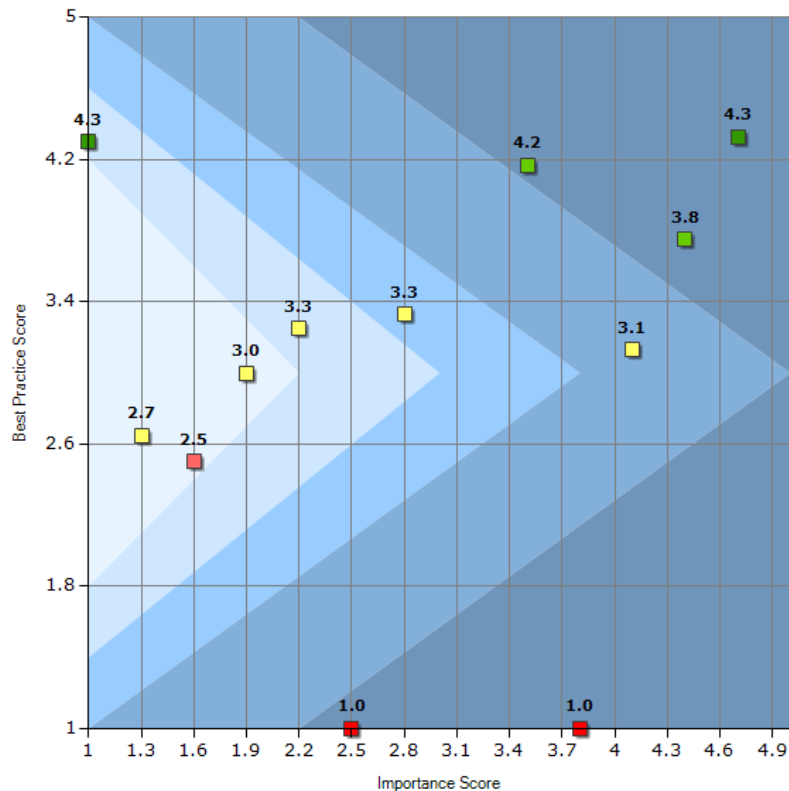
Reviewed root cause data for the Dealer Portal

- Dealer 1122 did not understand how to navigate the Dealer Portal and therefore was having serious problems getting the information needed to install products properly
- In addition Dealer 1122 was working from old information because his lack of knowledge about the Dealer Portal prevented him from securing updates etc.

Prioritizing Actions



3



Prioritized root cause data using NeuraTool™:

- Two high priority Overall Service Experience issues identified.
- Several other high priority process problems identified based on importance scores

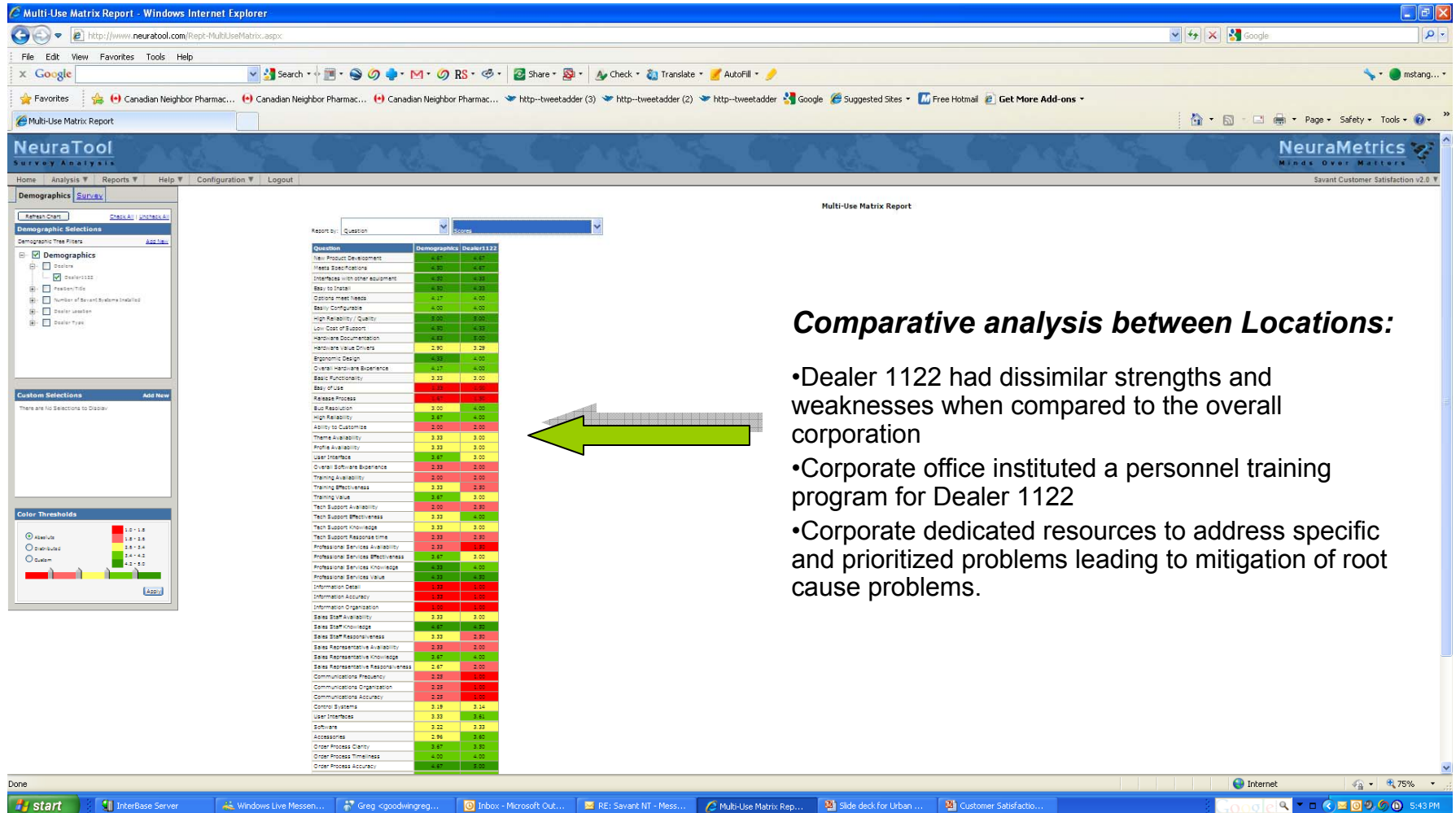
Based on prioritization the following actions were implemented:

- Measured staff attrition and absenteeism by staff category at the entity level and at the program level for staff in key customer-related jobs (to narrow problems to root cause)
- Cost of Poor Quality calculation refined for consistency with Statement of Direction and annual business plan.
- Revised lines of authority over identified resources
- Conducted a formal comprehensive review of each Agent's performance relative to Agent's objectives and identified specific areas for improvement.
- Improved performance feedback communications from individuals in Key Customer-Related jobs

Analysis of Gaps



4





For more information

Visit:

<http://wwwNeuraMetrics.com>

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