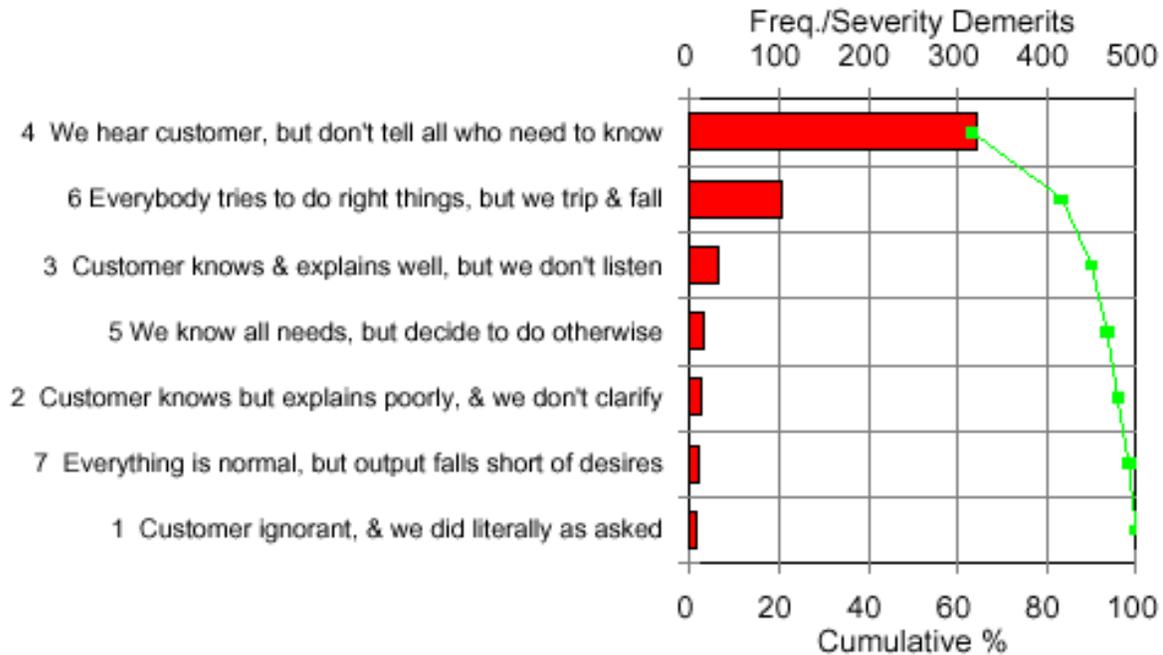


7 Deadly Sins of Customer Satisfaction



The above graph is a typical Pareto graph resulting from analysis of a manufacturer's current systems for Customer Communication & Satisfaction. The systems represented here include the manufacturer's role & responsibility in the whole Supply Chain, up to the ultimate customer. This includes the manufacturer's internal systems & people, and the impact of these "sins" upon them.

As can be seen above, Sin # 4 has the highest severity for this company (based on total Demerits). The Demerits are calculated based on the Sin's severity of impact on the various Stakeholders, and its frequency of occurrence.

This system can be used to focus attention and improvement efforts at those that have the greatest impact on the Supply Chain. Data can be collected for every complaint, mis-communication, change in order, change in design, or cost of non-quality.

For a more detailed description of these "sins", or how this system can be effectively utilized by your organization to focus your improvement effort, contact PQA.