

## Industry: Automotive OEM

### CEO's Concern:

- > To stop dropping sales revenue despite offering competitive pricing and regain market share
- > To reduce failure of product in the field resulting in inconvenience to the customer

### How TQMI helped:

- Established a cross-functional team consisting of engineers from customer service, QA, sales, manufacturing, design, and sourcing
- Trained and guided the team on the use of system-based and fact-based Integrated Quality Improvement procedures
- Worked at the Gemba (workplace) in the field, dealer shop, plant workplace, design office, and suppliers' workshop to understand the facts
- Used vertical evaluation, comprehensive QA Matrix to identify factors contributing to field failure and developed the ability to respond immediately
- Quickly resolved and prevented recurrence in the future

### Benefits delivered:

- Reduced field failures one-sixth level in 12 months
- Reduced warranty cost by 75%
- Gained customer confidence in the company and its products
- Contributed to improved sales revenue and market share

