



# CUSTOMER- FOCUS, ORIENTATION, SATISFACTION, COMPLAINTS AND RETENTION,

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Course : Total Quality Management

**19ME514**  
**Unit -1 Introduction**  
**III Year /V Semester**  
**Mechanical Engineering**

# TOPIC OF THE DAY





# CUSTOMER SATISFACTION

- Customer is the Boss or 'King'
- Customer dictates the market trends and direction
- Customer not only has needs to be supplied( basic performance functions)
- Also he 'wants what he wants!'( additional features satisfy him and influence his purchase decision)
- Hence the Suppliers and Manufacturers have to closely follow at the heel of the customer.



# WHAT IS CUSTOMER SATISFACTION?

Is it due to Product quality?

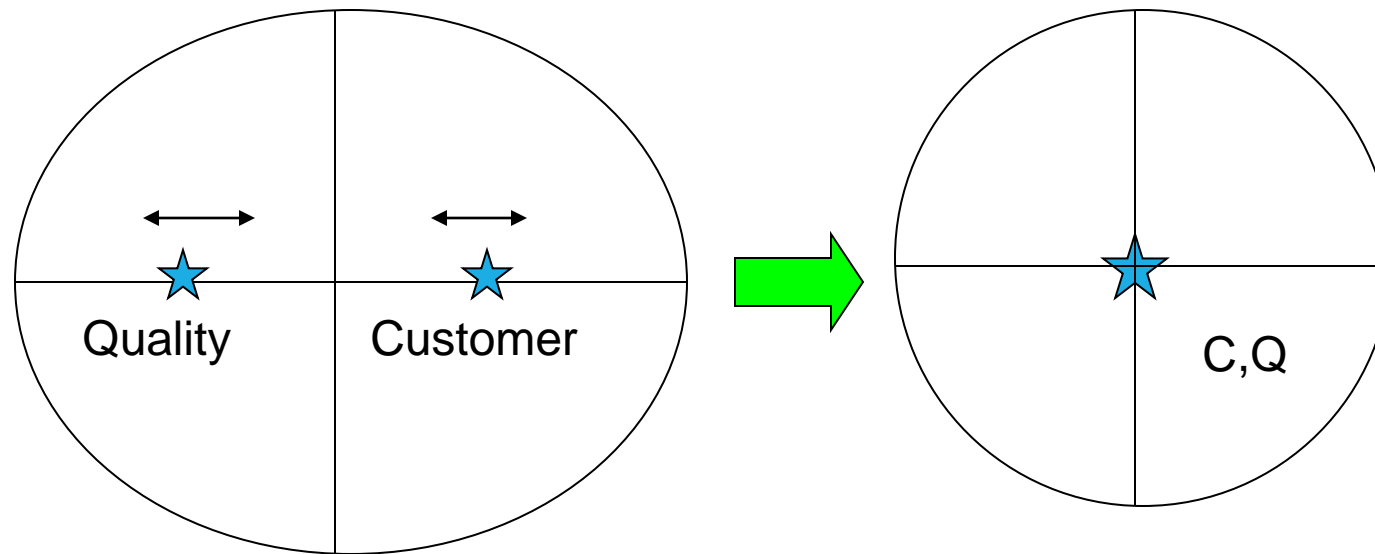
Is it due to pricing?

Is it due to good customer service ?

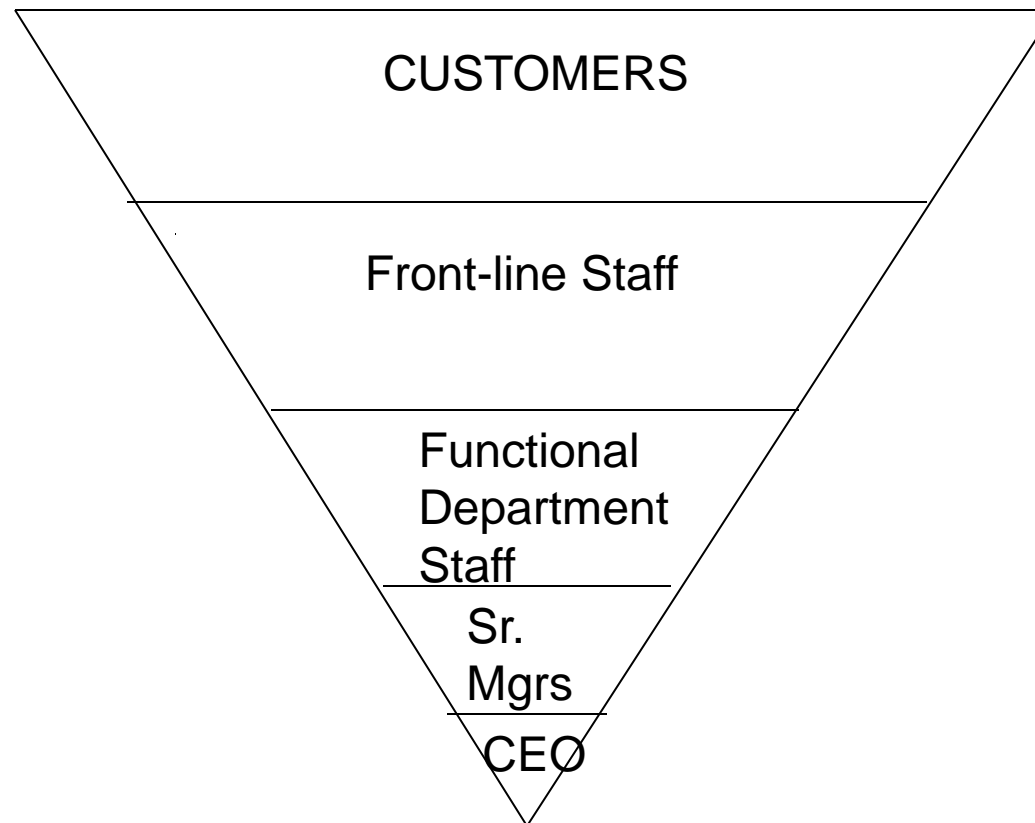
Is it due to company reputation?

Is it something more?

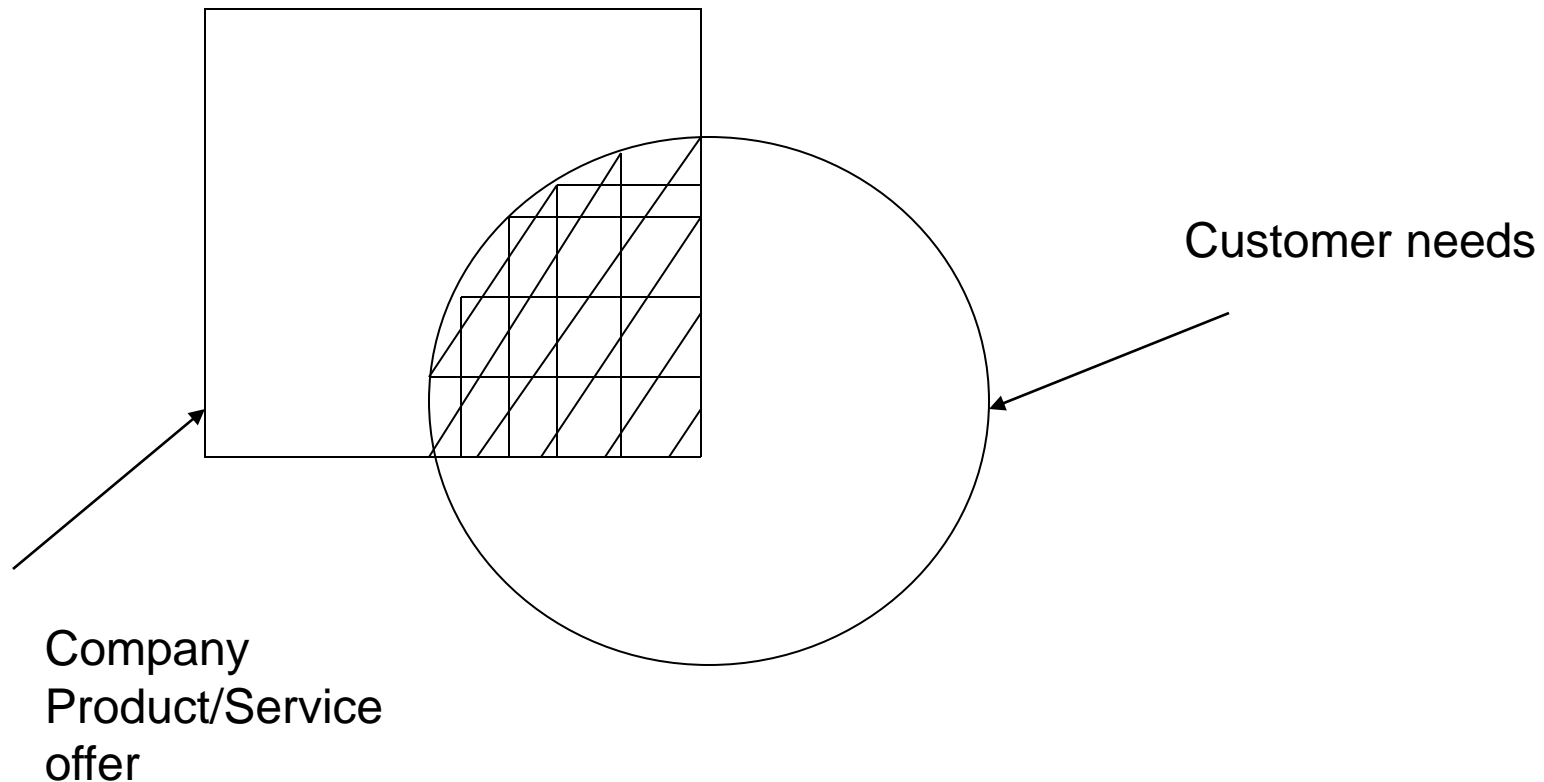
# NORMAN'S CUSTOMER SATISFACTION MODEL



# CUSTOMER SATISFACTION ORGANIZATIONAL DIAGRAM



# TEBOUL MODEL OF CUSTOMER SATISFACTION



# KANO MODEL







# CUSTOMER TYPES

1. External and Internal customers
2. External – current, prospective and lost customers
3. Internal – Every person in a process is a customer of the previous operation. (applies to design, manufacturing, sales, supplies etc.) [Each worker should see that the quality meets expectations of the next person in the supplier-to-customer chain ]
4. TQM is commitment to customer-focus - internal and external customers.

