

TAKING ACTION ON TRANSMISSION TROUBLES

IPSOS QM SOLUTIONS

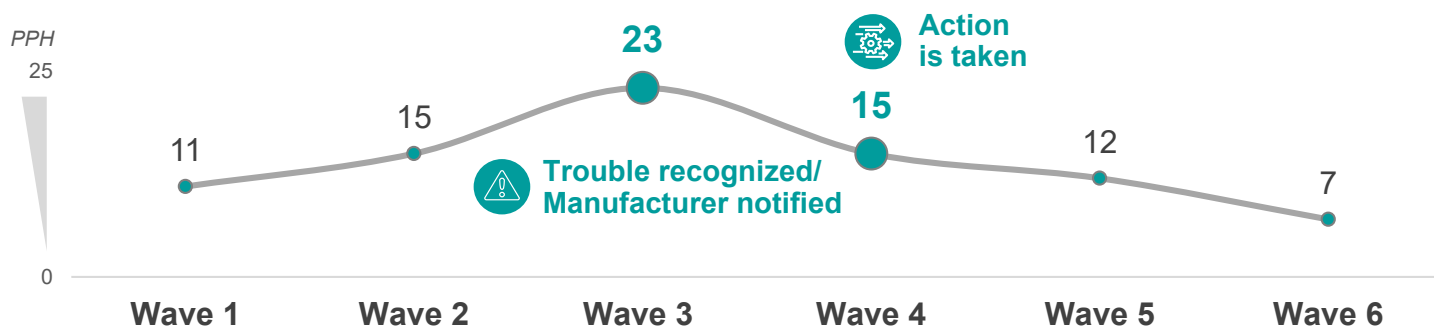
CASE STUDY: Implementing a new transmission causes an unexpected spike in PPH

Recently a global automotive manufacturer introduced a new transmission in their latest vehicle models. The launch encountered unexpected complications which caused a rapid increase in Problems Per 100 Vehicles (PPH) in the Transmission problem group of the Ipsos Quality Feedback System (QFS). The Ipsos Quality Measurement team of project managers and statistical analysts **RECOGNIZED** the spike in PPH and **ALERTED** the manufacturer of the hit to vehicle quality.

Alongside the manufacturer, the Ipsos QM team **ANALYZED** consumer feedback to diagnose the problem and pin-point a root cause. A transmission assessment clinic was hosted with the intention of deep-diving the consumer's perspective of the transmission problems and possible countermeasures. During the clinic, consumers and Ipsos experts focused on the "automatic transmission shifts roughly" and "abnormal transmission noise" problems.

When combining new data from the clinic with the verbatims and statistics gathered from our Quality Feedback System, the Ipsos QM team was able to assist the manufacturer with an actionable **SOLUTION** that decreased the PPH the following year and set up a path for continuous improvement. Action to improve the quality of the vehicle resulted in an overall reduction of consumer-experienced problems by 70% and in the subsequent years saved an estimated over \$10M in warranty expenses.

PROBLEM GROUP: TRANSMISSION



Certain dates and details have been slightly modified to preserve confidentiality