

# DOES YOUR CUSTOMER KNOW MORE THAN YOU DO?

## IPSOS QM SOLUTIONS



### CASE STUDY:

How an OEM used a quality clinic to improve today's vehicles and tomorrow's designs

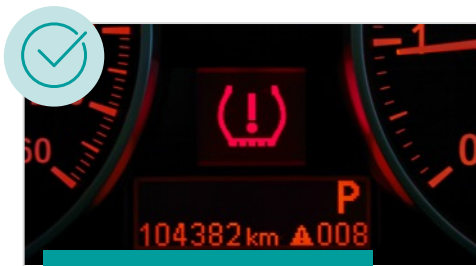
When OEMs have vehicles which are underperforming or having problems that are difficult to identify, Ipsos assists by **designing and executing clinics which reveal customer dissatisfaction issues**. In a recent clinic three main problems were investigated on a truck:

- Frequent complaints on "Vehicle Rides Too Stiff"
- Difficulty in attaching trailers to the truck
- Complaints with seats being uncomfortable

After further discussion between customers and engineers the following conclusions were drawn for the OEM:

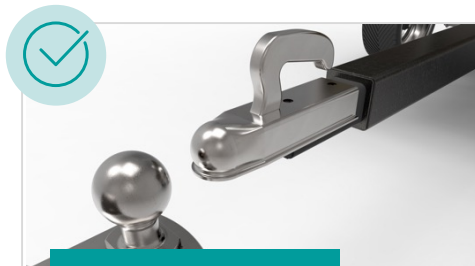
- It was discovered that the tire pressure was set 12psi higher than optimal after delivery to the dealer. After a memo was sent to each dealer on the proper setting and process for testing, complaints decreased by over 80%.
- Consumers demonstrated difficulty attaching a trailer to the hitch that came standard on the truck and were often buying second party hitches to meet their towing needs. The engineers were able to make in-lifecycle improvements to the hitch, fixing the trailer attachment issue.
- Engineers noted taller and bigger customers had issues with the headrest and side bolsters. They were able to take these issues back to the seat supplier for updating the design in the next generation pickup.

The engineers were able to take vague complaints and create actionable responses which **improved customer satisfaction**. Even more importantly, at the end of the clinic the engineers told Ipsos that their customers **taught them to become better engineers!**



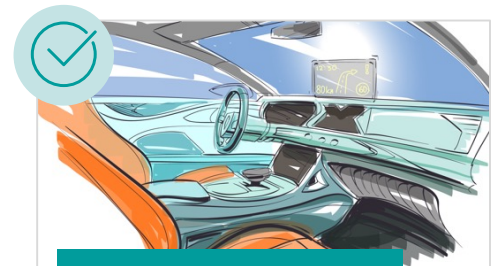
CORRECT ISSUES

AT DELIVERY



IMPROVE NEXT

MANUFACTURING CYCLE



ASSIST IN FUTURE

MODEL REDESIGN