# Customer-Oriented Quality Management in the Automotive Industry



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(Rosetta Thompson)

### CUSTOMER-ORIENTED QUALITY MANAGEMENT IN THE AUTOMOTIVE INDUSTRY



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Diplom.De Feb 2005, 2005. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand -Print on Demand Titel. Neuware - Master's Thesis from the year 2004 in the subject Business economics -Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Linnaeus University (Business), language: English, abstract: Inhaltsangabe: Abstract: In times of severe competition, it is of crucial importance to create a competitive advantage to differentiate from the competitors and to sustain the business of the company. This thesis intends to show that a customer-focused quality management is one way to create a sustainable competitive advantage. Quality controls along the whole value chain -before, during and after production-leads to failure free products, which save costs on the one hand and have thus a positive influence on the company's revenue. On the other hand failure free products that meet the customers expectations lead to satisfied customers who build up a brand loyalty and conduct retention sales, which have a positive influence on the company s sales, market share as well as the overall image. Furthermore, this thesis points out that it is important to listen to the voice of the customers and get an insight in the customer s needs and wants. To fulfil or even exceed their expectations leads to customer satisfaction, which is a key to success in today s business world. In addition, the customer demands in regard of quality are growing continuously and new technologies are appearing on the markets on a regular basis. Therefore the producers are forced to keep to the latest technology developments and to get hold on the changing customer needs. But even without this external pressure, quality improvement is justified from a cost point of view. The applicability of a customer-oriented quality management is shown in the...



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