“Concept Development for the Systematical Reduction of Product- and Process Errors upon Arrival of the Product at the Customer”

Abstract

Companies have developed different ways to handle customer and product notifications, in order to satisfy customer expectations and increase the customer added value.
This thesis deals with Dräger’s process concerning the handling of product incidents and their notifications occurring upon arrival of the product at the customer. Aim thereby is the development of a concept, to systematically reduce these incidents by improving the corresponding process and tools.

To ensure a structured approach towards the developed concept, the DMAIC-Method was chosen and used as the analytical structure and method in this thesis.
Based on the identification of the current situation, an analysis of the existing and defined processes and the corresponding available data was done. In order to capture the implementation and perception of the theoretical process in the field, an additional survey was carried out, comprising interviews with Dräger’s representative country subsidiaries. The resulting data shows significant improvement potentials concerning the standardized internal handling and investigation procedure of reported incidents. Additionally, the corresponding categorization and assignation of these incidents to the responsible departments, in order ensure a good organization of corrective measures, shows inconsistencies, leading to a lack of transparency and inefficiency of the entire process.

By redefining and editing the used tools as well as increasing the standardized communication between the affected parties, a concept is developed improving several different aspects of the existing process. These different aspects of the developed concept therefore improve the perception and corresponding implementation of Dräger’s process, by increasing its transparency, communication and logical structure and therefore its efficiency.