

Introduction

In the customers' highest era, every organization will be focus on the service of customer, especially the automobile, industry. The motor vehicle industrial future becomes better with each passing day, because the demand of car is increasing.

Everyone has more than two cars average. The car's life cycle be shorten, and the mortality is higher. Everyone has more opportunity to connect the automobile

company. The contest is more intense in the automobile company. Every company put the service on the first and the maintenance service is a part of service. The after-sale service is an important factor for customer and could decide whether buy it or not. It is why we want to discuss the issue.

1.2 The research objectives

This proposal's objectives are:

1. Identify from customers of Chang-hua Honda-Taiwan what their expectations that maintenance repair of the service provided by the company.
2. To understand customers' perceptions of the quality of the services provided by the company.
3. To make the way to improve the level of satisfaction of customers.

The company's background-Honda: Honda opened in 1948 in Japan and has to make the customers from all over of the world satisfied. Do one's best to offer the achievement of science and technology, high-quality goods to consumers at rational price, and reach the Honda's idea that buyer's happiness, seller's happiness, maker's happiness. For over 50 years, Honda has built over 120 factories in 29 countries. Honda Taiwan has been set up in 2002, began to produce formally during short seven months. When Honda to reach Taiwan which objective is customer satisfaction No.1,

Comment [J1]: You need the cover page. Table of contents.

Comment [J2]: I would suggest numbering these.

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Comment [J3]: You should include a reference for this statement.

Comment [J4]: Not clear.

Comment [J5]: You shouldn't start a sentence with a conjunction.

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Comment [J6]: Use numbering like this for the headings (only – not the other paragraphs – just for the headings).

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Comment [J7]: You need to fix the formatting here but this is the basic idea. Make the objectives clear and easy to see.

Comment [J8]: Move the company background before the objectives.

Comment [J9]: NOTE English punctuation doesn't have spaces normally.

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to stand on customer's position to think, set to fit customer's Honda car. No matter that show car room's planning, set customer's rest area and service opinion, even that intimate thinking of female's customers... The heartfelt hope of Honda is every customer in Taiwan can feel attentive in Honda.

Reference: <<http://www.honda-taiwan.com.tw/home.asp>>

Comment [J10]: Give as a number e.g. [1]. Put it at the end of the paragraph.

This report summarizes a study of Maintenance Services at Honda-Taiwan for Chang-hua. This report identifies the service gap between the customers' cognition and the company provides and makes recommendations for improving the service into the future. The report is structured into the following sections: this introduction; the objectives of the study; highlights of strategic context within which Honda-Taiwan is operating; the scope adopted by this work and approach to fulfill the objectives. An analysis of the current situation is presented followed by recommendations.

MOVE the objectives here: to a new section.

Literature Review

1. Service Quality Gap

Parasuraman, Zeithaml and Berry (1985) suggest the service quality model (called the PZB Model), it think the service quality is occur to compare the customer expected service and perceived service and to develop Service Quality Gap Model.

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The service quality gaps include:

Gap 1: Customer Expectations- Management Perceptions Gap

Gap 2: Management Perceptions- Service Quality Specifications Gap

Gap 3: Service Quality Specifications- Service Delivery Gap

Gap 4: Service Delivery- External Communications Gap

Gap5: Expected Service- Perceived Service Gap

The study is used the Gap 5: Expected Service- Perceived Service Gap. Because of:

Comment [J11]: Page numbers. Headers and footers are needed.

1. This gap is the result of the other gaps.
2. This is the gap the customer notices.
3. Feedback on this gap is diagnostic of the other gaps.
4. Here is where we obtain information that provides the imperative for improvement.
5. Proactively seeking feedback here is essential to improvement.

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2. **Measurement of customer satisfaction**

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Customer satisfaction is defined by Hemple (1981) as decided to realize the customer expect that the product benefit. Fornell (1992) defined customer satisfaction is an all aspect attitude of experience.

The research refers to automobile quality research organization in American- J. D. Power and Associate. The organization measures satisfaction of the customer is used CSI (Consumer Satisfaction Index).

J.D. Power and Associate is an organization, it helps in communicating the 'Voice of the Customer' to automobile manufacturers and dealers around the world. JD Power has developed statistical programs to transform the responses of customers into meaningful indices that measure the performance of vehicle manufacturers in the areas of dealer service, vehicle quality, and product performance.

Reference (<http://www.jdpower.com/index.asp>)

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Fornell *et al.* (1996) built a CSI model in which customer expectations, perceived quality, and perceived value comprise the antecedents of overall customer satisfaction. In short, Fornell's CSI system identified and described the causal relationships among these above constructs. Because the CSI model has significant implications for managers, this study both introduces and empirically used the CSI model on Honda-Taiwan in Changhua.

The study is used CSI to developing guideline and the guideline include 7 index:

quality of automobile, convenience of service, quality of service, process of accept automobile, maintenance service, person of service and to wait in the VIP room.

Methods

Step1: We choose the Honda car showroom and service centre in Chaug-hua for our research.

Step2: We met the Honda car manager on Dec 7th.

Step3: We go to restaurant with Honda manager and get Honda information from manager.

Step4: We start to interview on Dec 16th.

Step5: We went to interview 6 times in Honda.

Step6: We went to in different time of 6 times.

Step7: The day we interviewed:

- Friday : afternoon
- Saturday : afternoon
- Sunday : morning

Step8: We recorded every customer about 15 mines.

Step9: We interviewed 9 customers

Step10: We listen the recording of the customers' interviews and type the customer's answer in the paper to make a transcript.

Step11: We try to find the same concept in the customers' answers.

Step12: We draw these similarity concepts with the same color.

Step13: Our teams have to categorize these concepts being classified in individuality.

Step14: When we finished categorized, we try to categorize more general concept

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Comment [J14]: What type of information?

Comment [J15]: There was a lot of preparation before that. e.g. - interview guidelines; - checking the interview guideline with me; - changing the guideline etc.

NOTE – the interview guideline should be added as an appendix.

Comment [J16]: What about sampling? – how did you decide who to interview? – Is there a problem / limitation with the sampling method that you have chosen?

Comment [J17]: Who did it? Where? In the VIP room? Where other customers there? Where staff near by? How did you get the customer to agree to an interview? Some of this information you can put in a table (like Jay's group).

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within our team discussing.

Step 15 – report writing!

Results

The following sections are the findings from our research. We give the category name and then some of the elements that form part of that group. In each category we have given quotes from the interviews to show what typical comments from the interviewees were. The numbers show the source of the idea and show the frequency with which this idea was raised.

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1. What will make the car better?

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Def. Some act will make the car more fluent, when you drive the car.

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- OPERATion.

“The maintenance person will provide some methods to avoid the breakdown of the car. (1)

“They will tell me How to operate the car.” (4)

“Ask them how to operate the functions of new car.”(9)

“Teach the customer how to save oil when you drive.”(9)

- MAINTENANCE.

“Tell you when to bring your car for maintenance.” (4)

2. Price.

Def. The material price.

- THE MATERIAL PRICE.

“The original material price is too expensive, so hope the price can be

down.”(1.2.6.8)

3. Maintaining the car at home?

Def. Some skills the customers can do it at home.

“Provide some skill to maintain our car at home.” (1.4)

“Teach the customers how to exchange the machine oil.” (2)

“He remains that if there are some strange sounds with the transmission of the front wheel, you must go to repair.” (2)

4. The receptionist.

Def. Some one receives the customer when the customers are waiting their car.

They will offer some drink and cookies.

- TRUST.

“The receptionist’s attitude gets the customer’s trust.” (1)

- SPONTANEOUSLY.

“The receptionist will serve spontaneously.” (1.2.3.4.6.7.8)

- GOOD & ENOUGH

“The service is enough and good.” (1.3.6.7.9)

- KINDLY & FRIENDLY

“The receptionist is kindly and careful.” (3.4.6.7.8.9)

“They can talk to the female receptors.” (9)

5. The maintenance person.

Def. Some one maintenance the car and receive the car.

Comment [J18]: You should avoid a heading starting at the bottom of the page like this. Move to the next page.

(1). Attitude

● CAREFUL.

“The maintenance person tells us the detail of repair clearly.” (1)

“The maintenance person will remind the customer what you will pay attention for.” (2)

“The maintenance person is careful.” (4)

“The maintenance people pay attention to the detail.”(5)

“The maintenance person check car’s problem very carefully.”(9)

“The maintenance person will tell you where the material you keep good, and where the material you keep not good.”(5)

● CONCERNED.

“He will take care by phone after repairing about 2~3 days.” (1.3)

● TEMPERAMENT.

“The maintenance person’s attitude is still good when the new car’s window is broken. The customer is angry.” (2)

● RATION SHIP.

“The ration ship with maintenance person is friendly.” (2.4.5)

● BEST SERVICE.

“The maintenance person’s service is the best of all.” (2.5)

“If you must wait for a long time, the maintenance person will tell you in

advance.” (2)

“When you after maintenance, the maintenance person will ask you what problem do you have in that time?” (5)

- **KINDLY.**

“There are some person will welcome I when I drive into here.” (3)

“The attitude of maintenance is friendly and hearty when you ask the problems.”(6.9)

(2). Profession

- **KNOWLEDGE.**

“He will provide some knowledge for you if you have some questions about the car.” (1.2.9)

“The maintenance person has rich knowledge.” (2.4)

“They will tell you how to maintenance you car.”(5)

- **TIME CONTROLLED.**

“The time that the maintenance person judge is delay.” (3)

6. The VIP room’s equipment.

Def. The equipment the customers can use in the waiting time.

- **FOOD**

“There are tea and cracker.” (1)

“If they will provide some meals when customer wait the car during the eat time.” (1)

- MONITORING THE CAR.

“There is a monitor that you can know the maintenance rate of progress.” (3)

- ENTERTAINMENT.

“They offer entertainment TV and movies.” (5)

“If it can offer much more kinds of magazine will be better.”(6)

- CHILDREN.

“If it can offer a place for children will be better.”(6)

7. The repair quality.

Def. After repairing if the car has any problem.

(1). Appearance

“The interior and exterior don’t change after maintenance.” (2.4.6.7.8.9)

“He will put a mat on the sea when he sit the seat, and package the direction to keep the car clear.” (3)

“If the exterior is too dirty, they will wash the car.” (3)

(2). Object

“There are no problems after repairing. The situation after repairing is good.”

(1.2.4.8)

8. Adding service.

Def. Some services the customers want to receive but the company doesn’t provide.

“Offer the substitute car.” (1)

“To provide the massage is better.”(5)

“Offer the coupons of machine oil.”(5)

“The service people go to my home and take my car, when my car need to maintenance.”(7)

Conclusion

The research indicates that the gap of the customers’ perceptions of the quality of the services provided by the company is not big. But there are some aspects the company needs to improve. The following is the conclusion that we found.

1. The waiting time for the car is too long,

Improve way: Maybe maintenance people should fix the car more efficiently.

2. The entertainment equipments are not enough.

Improve way: Can offer more kind of entertainment equipments, for example increasing the channel of TV program and computer’s number, and other kind of magazine.

3. The customer feels the original material price is too expensive.

Improve way: Offer the customer original material coupon.

4. The customer feels not convenient when they want to repair the car and wait for the car.

Improve way: Can offer substitute car and massager.

5. The VIP room is not suit children to play the game.

Improve way: Can offer the play area for children.

6. The waiting time during the lunch time or dinner time is not convenient.

Improve way: Can offer the fast food for customer.

Comment [J19]: You should make sure that you are linking this to your objectives. You could say, “Our main objectives was to.... Now in this section will discuss our findings in relation to the objectives. We will also make recommendations for improvement”.

We suggest the company can follow these ways to improve the maintenance service.

The Honda Company is still have some good service can keep in the future. For example:

1. The reception and maintenance people's attitude is good.
2. The drink and cookie is good.
3. The maintenance's people have rich car knowledge.
4. The car's interior and exterior look the clear after maintenance.
5. Teach customer some skill to maintenance car.

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References

1. Fornell, C. (1992), "A National Customer Satisfaction Barometer: the Swedish Experience," *Journal of Marketing*, 56, pp. 6-21.
2. Fornell, C., Johnson, M.D., Anderson, E.W, Cha, J. & Bryant, B.E. (1996) American customer satisfaction index: nature, purpose, and findings, *Journal of Marketing*, 60, pp. 7-18.
3. Hemple, D.J., (1977) "Consumer Satisfaction with the Home Buying Process: Conceptualization and Measurement," *The Conceptualization of Consumer Satisfaction and Dissatisfaction*, H.K. Hunt ed, Cambridge, Mass: Marketing Science Institute, pp.7.
4. Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1985) "A Conceptual Model of Serviced Quality and Its Implication for Future Research," *Journal of Marketing*, 49, pp.41-50.
5. Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1991), "Refinement and Reassessment of the SERVQUAL scale," *Journal of Retailing*, 67, pp.420-450.
6. Honda website: <http://www.honda-taiwan.com.tw/home.asp>
7. J.D. Power and Associates: <http://www.jdpower.com/index.asp>
8. Customer Satisfaction Index(CSI):
http://www.indiacar.com/index2.asp?pagename=http://www.indiacar.com/jd_power/csi2004.htm

Appendix one – Interview guideline.

PRESENTATION ASSESSMENT	
GROUP:	JANET, JO, CHERIE

A	B	C	D
Executive summary cover the main parts of the research?	Main report headings covered?	Explanation of the methods clear?	Overall finish – <i>effort and commitment to the project.</i>

Comments on the report:

This is an interesting report and has come out well. *I would suggest making the changes and then giving it to Honda.* Your findings should be linked back to the literature. This is important for qualitative research because it makes findings more generalisable.

The numbers relate to the report. Please pick up the report from me and it will make sense.

1. Choose A or B. This report is short and doesn't need two tables of contents.
2. For this *management report* use 'Executive Summary'
3. This is a reasonable Executive summary. The last part is not complete. You should explain what needs to be improved. *A CEO may only read this first page.*
4. This would have been a possible research approach but it is not the one that you have followed here.
5. Speed is a key issue here.
6. The methods have come out well. The link between what you have done and the theory is useful but note:
 - a. p.6 the link to action research is not clear. What you have done is not actually action research.
 - b. p.8 what is enough interviews? You should link to the concept of *saturation*.
 - c. p.9 More detail on how you got the interviewees would be useful. Description of what happened is needed.
7. Good – these descriptions of each category are appropriate and useful. Note as discussed in the presentation some of the categories are *too fragmented*. You should recombine them.
8. The findings should be linked back the literature section here.
9. The recommendations are interesting but the *first one doesn't seem to link to*

the data. The rest are connected to your findings but *you should make this link clear..*

Notes on the English:

- 👉 Check the spaces – none after punctuation, none after you open the brackets
- 👉 No abbreviations for formal English
- 👉 Suggestions = recommendations
- 👉 Check tenses (past (p.10 for examples)).

Comments on the presentation:

- 👉 Janet – clear with good eye contact. Reduce the amount of words (e.g. see company background slide) Note: 1948 (no ‘year’). ‘This report is structured...’ BUT this is a presentation! So, this is not appropriate here. You should use the second slide to give the structure of the presentation.
- 👉 Cherie – clear, good use of notes. Explanation of CSI good. (Findings: adding the explanation about the monitoring but, refer to this as ‘observation’.)
- 👉 Jo – it is clear but you are talking to the wall!
- 👉 As a group – don’t make funny noises when you notice a mistake. It doesn’t help the presenter’s confidence.
- 👉 QU – Table p.9 – year
- 👉 QU – quality – some examples – this is text book stuff
- 👉 QU – *are cars like ‘babies’ for their owners?*
- 👉 QU – receptionist – too many sub-categories e.g. what does good enough add? SEE maintenance person for another example of the same problem.

Grade: 90%