

Process design matrix and summery

[Design](#)



Car service is known as a service and product for identifying proper process design approaches. For managing effective services, there are three types of different approaches, which are product line approach, the self-service approach and the personal attention approach. Product Line Approach: The main focus of product line approach is on the effective production of the results or services rendered. In this approach, the company controls the operation of each outlet to guarantee a fast livery and high-quality mix.

For ensuring the effectiveness of the car service, this approach will be beneficial for the company. It is because through this the company will be able to deliver good quality car service to the customers. Self-service Approach: As per this approach, by involving customers in the production of services, the efficiency of service process can enhance. E-tickets, Automatic teller machines, company websites, etc. Are some approaches that shift the burden to the consumer.

This approach will also be supportive of the car service, in terms of offering good quality service to the customers as well as reducing time of service delivery. For this reason, due to self-service approach, the company will be able to focus on the delivery of effective and efficient services in a small period of time. The personal Attention Approach: Compared to the other approaches, this approach emphasizes developing a relationship between individual sales person and customers for ensuring effective customer services.

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Along with other approaches, the use of this approach will support the company to improve strong relationship and build customer loyalty. Batch Production: In this approach, the process is split into parts and prior to passing to the next procedure; a specific part is performed on the complete batch. Assembly Line: This approach is identified as the most suitable for the Car. To manufacture a car successfully, the material flow along an assembly line and passes through different work stations at which operations are performed and checked for accuracy.