

# Cranston nissan case study

Business



Total Quality Management (TQM) style, one can see that there was a lack of high quality in both goods and services. The first problems arose with the quality of the Ionians. Sam, the writer of the letter in the case started out with the original problem that dealt with some rusting found in a few areas of the car. After taking it to a Ionians body shop to fix the problem, Sam was faced with even more problems with the Inside light, voice warning malfunction, a broken speedometer, a falling rubber molding, and not to mention a non stop anti theft blinking light.

Product quality is not the only problem.

Poor service quality was another big factor in causing these numerous problems. Sam wrote that his car just sat in the shop for three whole days without being looked at according to Jim Boyd, the body shop manager. Sam wrote, " At this point it was becoming obvious that my car did not have priority in the service department. " This clearly highlights the problem with the shop's poor service quality. When the problem of a broken rear view mirror occurred, Mr.

.

Boyd told Sam, " Someone probably did not want to own up to it. " This showed a very poor reparability quality in the workers and employees of the Ionians body shop. Overall, Sam could not rely on this group of mechanics to solve his problems. Every time he would call, his car was still not yet looked at and was charged \$110 when told earlier that he would not be charged. The probable causes of so many mishaps could be located from the low quality in the raw materials and basic functions of the car.

Poor management in the service department let the car unlooked at for a few days and because there were so many people involved, there seemed like there was no communication since no one knew owe the wires got mixed up or who broke the rear view mirror. One specific example can be seen when Sam explains how on September 8th the problem with the rubber molding arose, but was not really addressed until the 13th when the shop realized they needed to order new molding.

Jackson should take specific actions immediately and write back to Sam, the customer to apologize for all the errors and poor shop service. He should then let go of the unnecessary charges that Sam did not deserve. In addition, Jackson should focus on the workers at the shop to establish organization so that there is a clear goal set to sure there is better service. If I were Jackson I would focus on some long term goals as well.

First, I would look at the quality at the source.