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How Can Vendor's Proact to their Customer's Concerns?

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THE OBJECTIVE

Every vendor is in a position where customer satisfaction is a major priority. No matter what the product, the vendor wants their product to be used successfully by their client and help aid in the client's ability to exceed their financial as well as other objectives.

THE DILEMMA

However, sometimes the product does not perform as intended in the field and the client looks to the vendor for the explanation. Traditionally the client is going to insinuate the vendor's product is deficient in some manner. Conversely, the vendor is going to be concerned about how their product was installed, maintained and operated while in service. One fact remains, the client's business objectives could be impacted and dissatisfaction exists. Under these circumstances, how can both parties win?

THE SOLUTION: PROACT®

Our PROACT® software's name is an acronym for our RCA methodology.

PReserving Data
Ordering the Analysis Team
Analyzing the Data
Communicating Findings and Recommendations
Tracking for Results

Our work over the past 35+ years has primarily focused on working for the production or manufacturing facilities directly. We would be conducting RCA's on situations that would likely involve vendor's equipment and/or processes. As part of this task we would involve both the client and the vendor as team participants to provide expertise on the problem at hand.

As a result, we have been approached by many vendors who would like to use our RCA process and our PROACT® software solution for their field representatives to handle customer complaints, in an unbiased fashion. Our software solutions are a facilitation tool for conducting a RCA (that accommodates most any RCA method). It is not particular to a given situation; it facilitates a deductive thought process to draw accurate, unbiased conclusions. We have found that our clients that use our process for customer complaints are yielding great returns. Their customers are appreciative of the analysis conducted and the unbiased results that are backed up with hard data (evidence).

PROACT® BENEFITS TO VENDORS

1. Demonstrate to your clients you are interested in identifying the root causes of their problem(s).
2. Demonstrate you possess an analytical tool that is objective and unbiased.
3. Show your client that if the analysis proves a manufacturer's deficiency in any manner that you will help them correct the situation using the facts uncovered.
4. Show your client your analysis is based on facts and not opinion (hearsay).
5. Allows your client to be a part of the analysis process.
6. Separates you from your competition that cannot or will not go to these lengths to satisfy their clients.

7. Decreases in overall customer complaints due to the elimination of the recurrence, as a result of the RCA.
8. Increased customer satisfaction and hence customer loyalty because they appreciate your analytical skills.
9. Development of an RCA knowledge database that can serve as a source of troubleshooting flow diagrams for the field representatives. This results in a continuity of how people in the field solve problems, both effectively and efficiently.
10. Utilization of this “expert system” of logic for field offices around the world.

HOW TO OBTAIN INFORMATION ABOUT PROACT®

PROACT® and information about its associated training products and services can be obtained in the following manner:

Mail: Reliability Center, Inc. (RCI)
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Robert J. Latino is CEO of Reliability Center, Inc. Mr. Latino is a practitioner of root cause analysis in the field with his clientele as well as an educator. Mr. Latino is an author of RCI's Root Cause Analysis Methods© training and co-author of Basic Failure Analysis Methods© workshop. Mr. Latino has been published in numerous trade magazines on the topic of root cause analysis as well as a frequent speaker on the topic at trade shows and conferences. His most recent publication is titled "Root Cause Analysis - Improving Performance for Bottom Line Results" He can be contacted at 804/458-0645 or blatino@reliability.com.