

## Designing Combinational Pattern of FECCM to Analyze and Improve Customers' Complaints<sup>1</sup>

Zahra Khodadadi\*

Department of Industrial Engineering, Najafabad Branch, Islamic Azad University, Isfahan, Iran

(khodadady.zahra@yahono.com)

Arash Shahin

Department of Management, University of Isfahan, Isfahan, Iran

(shahinmailbox@yahoo.com)

Hadi Shirouyehzad

Department of Industrial Engineering, Najafabad Branch, Islamic Azad University, Isfahan, Iran

(Hadi.shirouyehzad@gmail.com)

Sayed Adel SHafiof

Industrial Adviser of Gas Company , Isfahan , Iran

### Abstract

Today, the intense competition in any industries has lead organizations to try to win in this arena. Competition has changed customer-related sight of organizations, because a customer is one who fosters or kills a business. Therefore, today's customer is known as a survival factor for all organizations. In this article, the aim of ECCM and FMEA combination is to present a design that with regard to the value of customer's compliant can successfully use powerful ECCM in most service complaints. By using this pattern, we can formulate a continuous plan in order to prevent accidents that occur due to product defects, deliver a sound product to customer and not tag any problem for the customer and the provider. Hence, these findings can enrich exiting knowledge through calling attention to the compliant management in business networks and relationships.

**Keywords:** Failure Mode and Effects Analysis (FMEA); Electronic Customer Compliant Management (ECCM); Quality Function Deployment (QFD); Total Quality Management (TQM)

### 1. Introduction

Better service could be realized only through a deep knowledge about deducting customers' needs. Deming (1986) believes that due to the number of variables and perceptions involved in a service, transaction failures in service, and therefore, complaints are inevitable. Through his Deming cycle, he also shows us that the feedback and learning mirrored by mistakes can be taken into account as key ingredients to achieve true and sustained TQM. Furthermore, Complaints are expensive, both as direct and indirect costs. But for this price, companies can extract priceless knowledge since complaints contain the direct voice of the customer (VOC). If complaints are transformed into knowledge about customers, they can provide a valuable amount of capital for enterprises (González Bosch, 2001).

Profitability aim of running FMEA is to search all cases resulting in failure of a product or process before deliverable-product or manufacturing step. By using this effective tool, we would be able to identify and prioritize Failure modes in system, process, product as well as a service, and to specify and determine required actions in order to delete or reduce the rate of Failure mode events and finally, record results of analysis to create a complete reference for resolving future problems.

When a service provider or goods producer is ready to deliver a product to reach readiness, he should pass through roundabout paths and tolerate costs. Specially, marketing and advertisement encompass the significant part of costs. Usually, service delivering is coincided with marketing and advertisement of goods, and immediately this question arises that what we can do, if a customer is unsatisfied with delivered service or product, to remove the problem and catch his/her satisfaction. Dominant companies have planned for this problem: implementing Customer Compliant management system. This system is responsible for listening and responding to customers' complaints and opinions. In this system, there is a unit named "compliant encouragement" that smoothes the path for receiving customers' complaints and dissatisfaction.

<sup>1</sup> This research was supported Isfahan Gas Co. (Research) has been performed