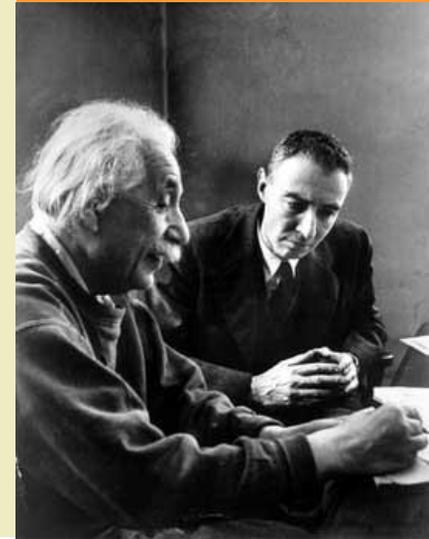


Customer Complaint Handling



Industry Type >>>

Real Estate

The Client >>>

C_RE_MR

Improvement Tool >>>

Lean Six Sigma



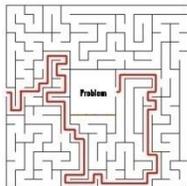
Scenario >>>

Marathon has developed several residential complexes, industrial estates, high-rises, retail and corporate spaces, catering to the lifestyles of classes and masses with over 70 projects in India. With the mission to become a leader, and set new benchmarks in the real estate industry, it considers customer complaint handling as one the significant attribute. Any problem faced by the customer after the possession of the property, dissatisfies the customer and impacts the image of the company.



Business Challenge >>>

The team had observed that most of the time was spent in doing Non-Value Added (NVA) activities which involved documentation and travelling of data. The customers were unable to track the status of their complaint. The customer needed to follow up for the complaint to be resolved. There was no system in the department to monitor the recurrence of a call. This caused great dissatisfaction amongst the clients.



The Solution >>>

The NVAs were identified and eliminated to streamline the process. The documentation at the department was done manually. The people driven process was transformed into system driven by implementing an ERP. A risk assessment was done on the system to identify the failures in each step and address it.



Benefits >>>

The turn around time to respond to the customer complaints and solve it has been reduced significantly. 95% of the complaints calls were resolved in the committed time to the customers. The new process has cut-down many non-value added activities and has established a paperless documentation system. Establishing service standards has created a process driven system in contrary to the people dependent system. Data analysis of complaint has contributed to cost savings by preventing repetitions of same complaints in future and ongoing projects.

For further information, please contact >>>

Six Sigma Alchemy (P) Ltd.

training@sixsigmaalchemy.com / marketing@sixsigmaalchemy.com

Tel: 91-22-25685494/ 91-22-25652448

Visit us at : www.sixsigmaalchemy.com

