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# TRIZ Model Used for Complaint Management in the Automotive Product Development Process

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## Abstract

This paper presents a new method of using TRIZ methodology for the validation of the corrective permanent action during complaints in completion of the 8D Report in the automotive industry. This article focuses on complaints which appear in the development phase. If during the production, specific methodologies regarding the complaints management for control and analysis are defined, then in the development phase these become more sensitive. Therefore a new method of using TRIZ in validation of the corrective permanent actions, before being implemented on the product, is proposed.

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## 1. Introduction in complaints management

In the Automotive industry the complaint management comprises claims administration during the production and development phases which are submitted by the customer when the purchased parts failed.

This article focuses on complaints which appear in the development phase. If during production specific methodologies regarding complaint management for control and analysis are defined, then in the development phase these become more sensitive. The impact of complaints during production of series can have a high impact on costs. In the development phase the problems are sometimes treated superficially and after that, in production, they can generate large costs (E.g. According to safecar.com Takata shall recall around 34 million of the cars for airbags inflators) ([www.safecar.gov](http://www.safecar.gov)).

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Usually the complaints in the automotive industry can rise from three different directions, no matter if the product comes from the development phase or from series production: customer complaints, internal complaints and sub-supplier complaints.

ISO 10002:2004 is an international standard regarding Quality management – Customer satisfaction for complaints handling in organizations, which defines the complaint as an “expression of dissatisfaction made to an organization, related to its product, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected” (ISO10002:2004).

Beside the assessed activities during the Request for Quotation (RfQ), like customer requirements analysis, profitability calculation, feasibility study analyze, but also deliveries of the samples during prototyping, pre-series and series, are negotiated. The samples delivered to the customer in the development phase will have the functionalities requested for the specific milestone implemented. The complaints could appear in each phase of the product development as shown in Fig. 1.

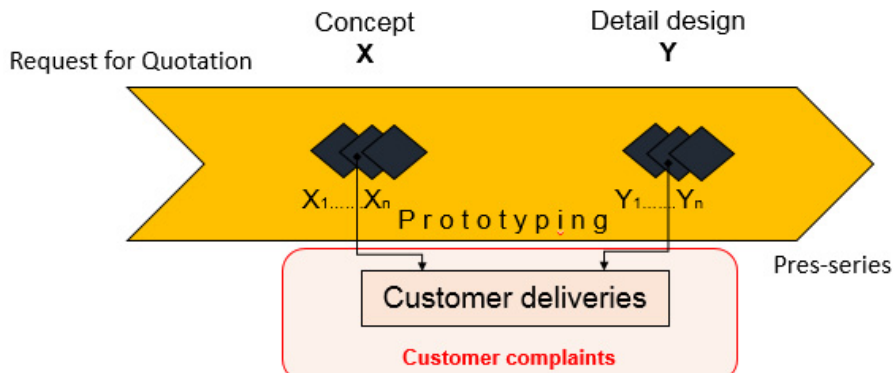


Fig. 1. Customer complaints in the development phase

In the development phase no warranty complaints or 0 km relevant ppm complaints can occur. The only complaints that can occur are those in development. In this case, the claimed product comes from the sample shop, the costs for creating these are high and they are produced in limited series.

A very important fact comprised in these complaints is that if defects are discovered at the client part, usually these are not reported as relevant ppm for the company that has produced the samples. The client deliverables start with the concept developed according to the requirements which have implemented functionalities and continues with the executed pre-tests that were negotiated from the quotation and pre-development phase.

The client complaint in the development phase as presented in Fig. 2 follow almost a similar flow as those in series production. After an internal release for each sample occurs (after concept/design release), the samples are delivered to the customer with a test report. In case that a complex product is in discussion, product that contains also software, a system test report is sent. This one comprises the results of tested software functionalities and the tested samples include all changes requested by the customer.

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