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MIS 2901
Prof. Doyle
11/28/15

Karen works for XYZ Co. & Inc., which is a large drug manufacturer. Karen works in the Customer Complaints Unit of the company. Her job is to handle customer complaints as they come, classify the priority of the complaints, and then hand off the complaints to the manufacturing plant so that they can find the source of the problem and reconcile with the customer. If Karen and her department do not properly handle these customer complaints, then the company could lose valuable customers and could even face significant lawsuits.

First, a customer must buy one of XYZ Co. & Inc.'s products and find an alleged fault with the product. The product has a name, description, and date of manufacture. The customer then calls XYZ Co. & Inc.'s Customer Complaint Unit. The customer's call is received by the Call Line. The customer gives the Call Line his/her name, address, phone number, and reason for calling, also known as the source. The call is then transferred to Karen and her unit, who triage the case to determine its priority. If the complaint does not involve a "high risk" event, then the complaint will be handled with no special circumstances. The complaint will be addressed after previously filed complaints. If the complaint is classified as a "high risk" event, then the review is expedited and must be completed within five business days.

After the issue is classified, the complaint is sent to the manufacturing plant, which is identified by its location and the types of products that it produces. There, it is determined whether the complaint was caused by a mistake with the entire lot, the single product, or the customer. The manufacturing plant finds the root cause, determines the corrective and/or preventative measures, and reports its results to the Customer Complaints Unit.

The Customer Complaints Unit then writes an explanation to the customer. If XYZ Co. & Inc. was culpable for the fault in the product, the explanation is more like an apology, and then the company reimburses the customer for the fault, as well.

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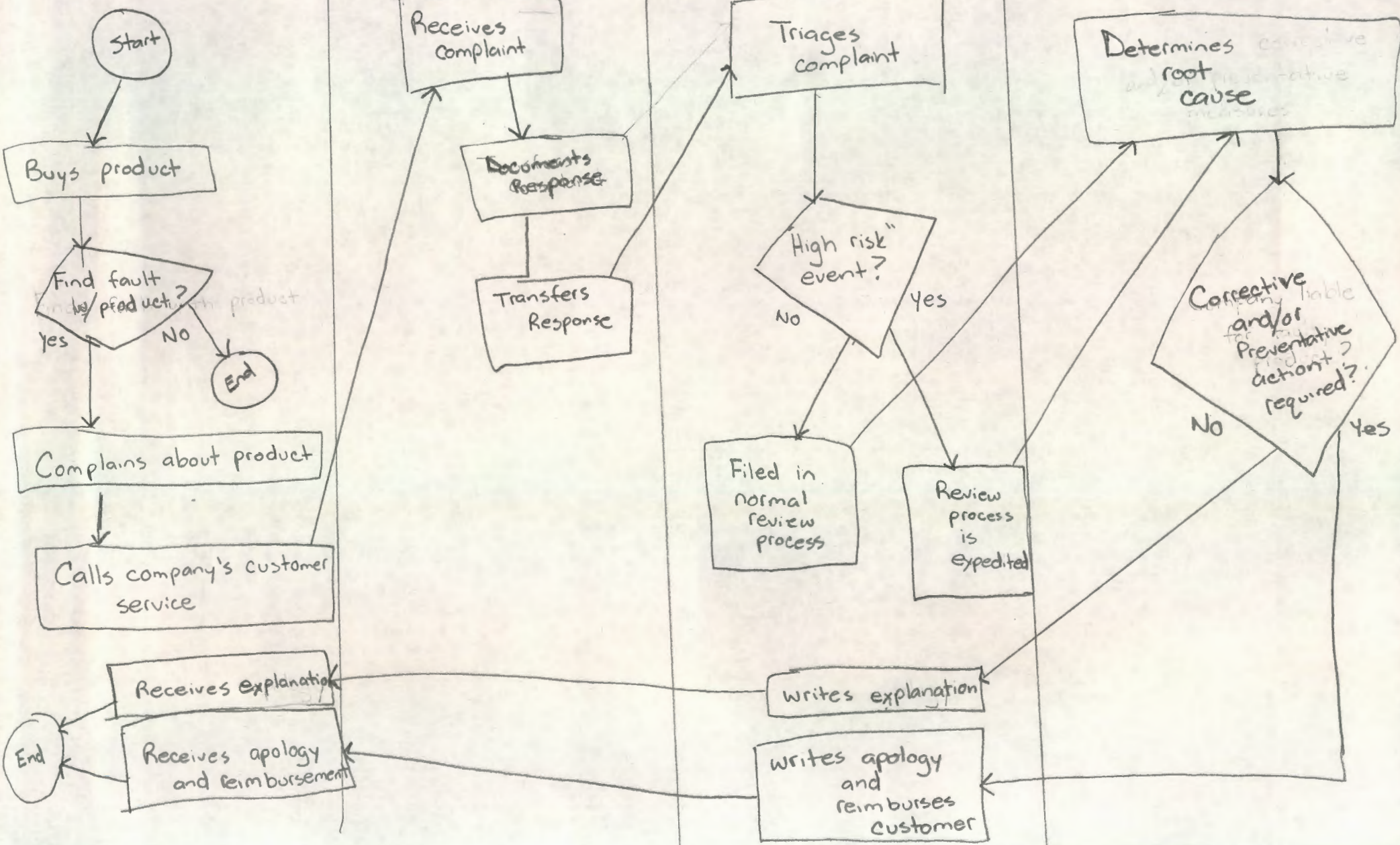
Customer Complaints Swim Lane *Project 28 Nov 2015*

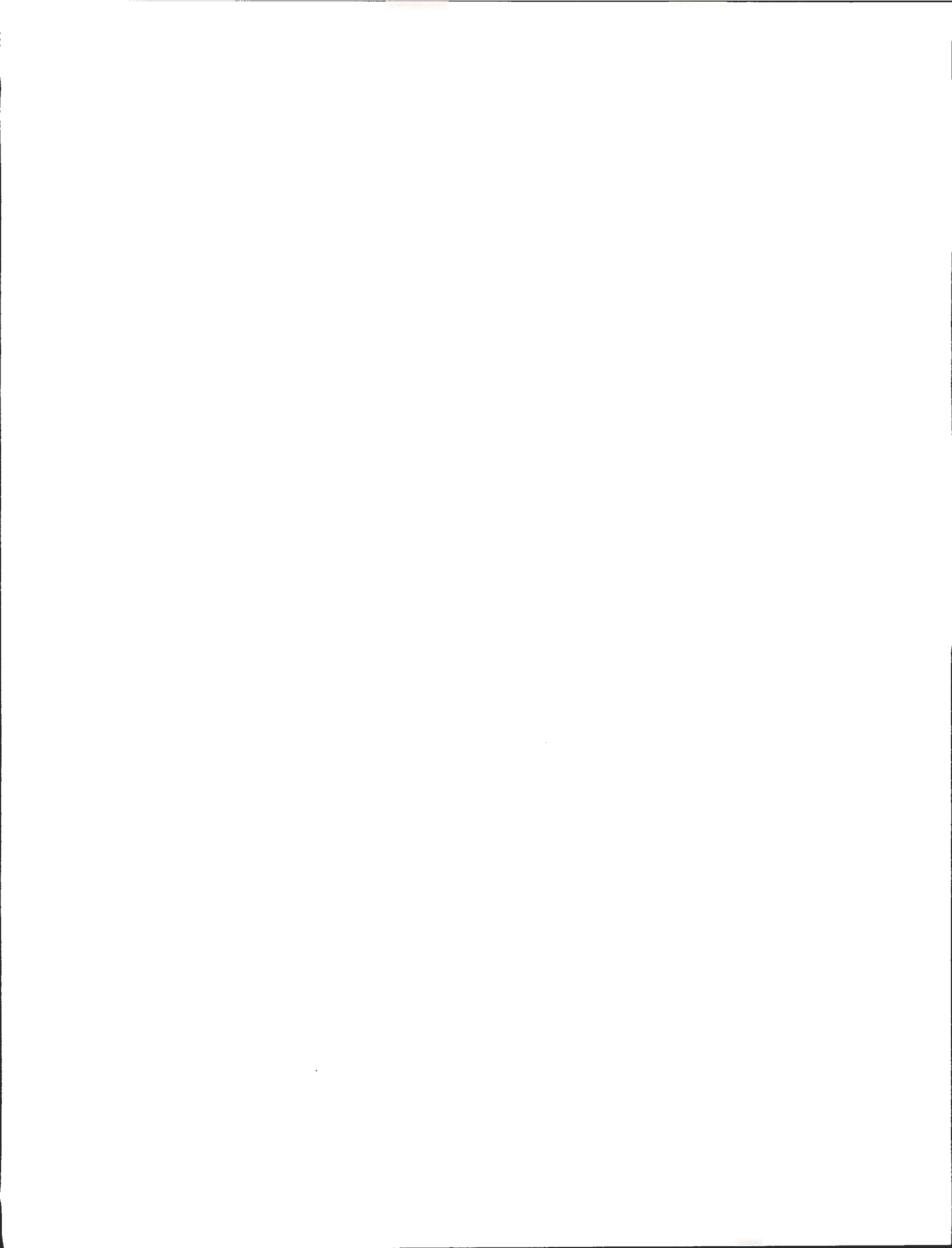
Customer

Call Line

Customer
Complaint Unit

Manufacturing Plant





Customer Complaints ERD

Ranjit Singh 28 Nov 2015

