



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

The Decision Sciences Area at IIM Bangalore welcomes you to a webinar, titled:

Modelling heterogeneity in time between claims: Exploring Dealer's perspective in achieving the Right-First-Time Objective

by
Akshita Srivastava,
IIM Bangalore



Date: 1st December, 2021
Time: 6:30 p.m. to 7:30 p.m.

Abstract:

Product development time strongly depends upon the ratio of 'Right-first-time (RFT)' strategy. To gain competitive advantage and optimal performance, manufacturing companies must be able to analyze, predict and optimize manufacturing performance in a 'Right-first-time' approach. In case of automobiles, time between repeat claims is an important indicator of whether the vehicle has been fixed right the first time. If the time between claims is short, then both the customer loyalty and brand image of the company are at stake. Time between claims may be dependent or independent subject to a variety of factors. Specifically, this paper explores the impact of dealers on time between claims, through the dealer repair actions. Dealers play an important role since most automobile manufacturers use dealers to distribute their products and to perform sales-related and after sales service. Hence it is important to analyze the role of dealers in attaining the RFT objective. This paper tries to investigate the effect of dealer repair actions on time between claims and consequently ranks the dealers based on their performance via empirical bayes estimates. The results show that dealer quality does impact time between claims and is associated with decrease in survival time