

Example: Malfunctioning Laptop [2]



A customer support rep takes down my contact and warranty information



He documents the incident as we speak



He determines a course of action, assisted by a database

SP 2.1
Identify and Record Incidents

in scope?

SP 2.2
Analyze Individual Incident Data

what to do?

Example: Malfunctioning Laptop [3]



He asks me to try a few things; none work



We arrange for a field rep to visit my office



After a few days, the field rep arrives and fixes my problem: bad display



workaround?

Example: Malfunctioning Laptop [4]



The field rep files a report with the customer support rep



I receive an e-mail asking to me to confirm the problem is solved

SP 2.5
Communicate
the Status of
Incidents

SP 2.4
Monitor the
Status of
Incidents to
Closure

Example: Malfunctioning Laptop [5]



The vendor identifies quality issues w/ displays made by a supplier



causal analysis

They decide to stock field reps with replacement displays



reusable

They assemble future laptops using a higher quality display



address causes