

ABSTRACT

This project examines the Customer Service Methods Analysis and Improvement for Thai Pure Drinks Ltd. At present, the company has to pay OT for workers of Customer service because the job is not finished on time. This kind of job involves directly the service level of customers. This is the reason why the company pays OT for finished job in time. So to reduce time and eliminate unnecessary tasks in process will help the company save cost and increase utilization of workers' efficiency.

To reduce working time, the first thing to do is to find the process activity. Drawing the flow chart and stopwatch study are done to measure time in each activity at random. After timing each activity, the next step is to find whether this sample size is accurate enough or not. If the sample size is not enough, it is necessary to collect more. Calculation of normal time and normal cycle time are checked by multiplying with performance rating factor and finding standard time by multiplying allowance factors. The process can be divided into 4 process 1) Receive order by fax until picking product 2) Cancel PO with receive order by fax 3) Receive order by EDI until picking product 4) Cancel PO with receive order by EDI.

Improving process can be done by eliminating and reducing time of some activity. Reducing time can be done by computer system. Process Cancel PO which receives order by fax and EDI is not necessary for improvement because it does not take time and does not do routine work. The improved process can reduce by 322 seconds per PO for process receiving order by fax and 217 seconds per PO for process receiving order by EDI. The working machine chart can improve operation utilize from 93% to 100% by worker works doing parallel activities with working machines. The future study will improve warehouse system, separate study on element picking products because this element affects the sample size of other elements.