

ABSTRACT

This project aims at searching the information on Customer Service for Auto Parts Industry. Customer service is a process for providing significant valued-added benefits to the supply chain in a cost-effective way of each organization.

Customer service is important to identify the key elements of the service, which influence the customers' perception of quality. One of the challenging techniques to clarify the way the organization of customer service is to deliver their products and a promise to keep the business relationship with its customers. Delivery system is one of the services that the company can provide to satisfy customers.

This research study is conducted through survey questionnaires for the customers of Summit Auto Seat Company. By using the research methodology, the results show that delivery promptness service is the main key success factor, followed by the product knowledge support and order status information provided by the company.

This research will be useful for the automotive industry, as it would be enhance their understanding towards the customers' needs and provide a strategy toward delivery process to create customer satisfaction in the customer service. This survey will also be beneficial for automotive providers who wish to improve their businesses and service in the automotive industry.