

ABSTRACT

The objectives of this research were to identify problems, find solutions and implement actions to improve the delayed in-store delivery service process that was causing delay to serve the customers at AAA Company. Recommendations, solutions and preventive actions were provided to prevent problems from reoccurrence.

This research applied the DMAIC (Define-Measure-Analyze-Improve-Control) model to improve the in-store delivery service within the staff pick area of AAA Company. The delayed in-store delivery service is likely to have an effect on customers' satisfaction level. The DMAIC model helped the researcher to define the problems of the in-store delivery service, measure the current performance of the service, and analyze the root causes of the problems. The researcher also suggested an improvement plan with recommendations in order to achieve sustainable procedures to improve the company's operations.

The result of the suggested improvement plan has shown significant development in the in-store delivery service serving time. The time required for picking had been cut; therefore, customers' waiting time was reduced. The company needs to continue the improved process and also develop its own processes to cope with future changes. This is to ensure a sustained improvement carried out with practical monitoring to prevent problems from occurring.