

# A Project – 'Not One Way'

## *A Success Story of Iconic Business Relationship Management*

### The Issue

- A client of A-ally in the workshop maintenance business had been facing declining customer satisfaction and approached A-ally when reject surged beyond 10% threshold.
- Their customer appeared dissatisfied with the service, but also gave no specific reason.

### A-ally's Approach

- It did not bother A-ally's expert, as he already sensed the story behind with his experience. He decisively put his rescue plan into quick actions.
- He held informal dialogues first with each party and let individuals freely speak and suggest what they thought to be the right way. After understanding the truth for the fiasco, he worked out a corrective solution and tabled it in joint forum for all parties to discuss, refine and consent with a feel of involvement and ownership. As a result, the new workflow allowed staff of customer to participate and iron out any issue with the client as and when deemed necessary along the entire process.

### The Stellar Results

- Stark difference here was that they no longer felt being forced to accept whatever handed over only at the very backend as before. Beside human factors, he also recommended and introduced process automation to ensure consistency of workmanship and quality.
- His participative, unbiased and no-nonsense problem solving style won him not only trusts and rapport of the management and people-at-work, but also credit of reducing rejects to within 1% in less than half a year.

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