



# Customer Satisfaction Planning: Ensuring Product Quality and Safety Within Your MRP/ERP Systems

*Thomas T. Hirata*

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### *Focus on Customer Satisfaction for Increased Profit*

Statistics show that a single satisfied customer can bring a company two new ones but one unsatisfied client can *cost* it four. With this principle in mind, **Customer Satisfaction Planning: Ensuring Product Quality and Safety within Your MRP/ERP Systems** presents a progressive, cost-cutting efficiency system that builds on material requirement planning (MRP) and enterprise resource planning (ERP) to facilitate improved customer satisfaction. The book illustrates how shifting the focus from inventory replenishment to customer service results in a better product, received exactly on time, and with actual cost. Such a change is bound to make the company grow, benefiting its employees and suppliers, as well as the surrounding community.

### *Overhaul an Outmoded System*

Lack of discipline, human error, and part failures are all common to the inventory-focused MRP/ERP systems that many companies still use to plan production and keep track of materials. But these methods are based on antiquated principles and technology from the 1970s—several computer lifetimes ago. The author explains why his novel system will change the face of modern business management and details an implementation plan. He also documents the adjustments in logic and strategy through which companies can make major advances in inventory management and product assurance. For instance, in terms of manufacturing, customer satisfaction planning (CSP) improves the process by linking component orders to the parent order so a valid trail exists in the event of a recall.

Developed on the basis that collecting and tracking information is considerably easier and less expensive than ever before, CSP calls for changes in receiving, inventory tracking, product management and assurance, kitting, and costing processes. These adjustments—and their resulting focus on the product and customer—make CSP the next logical step in business evolution.

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