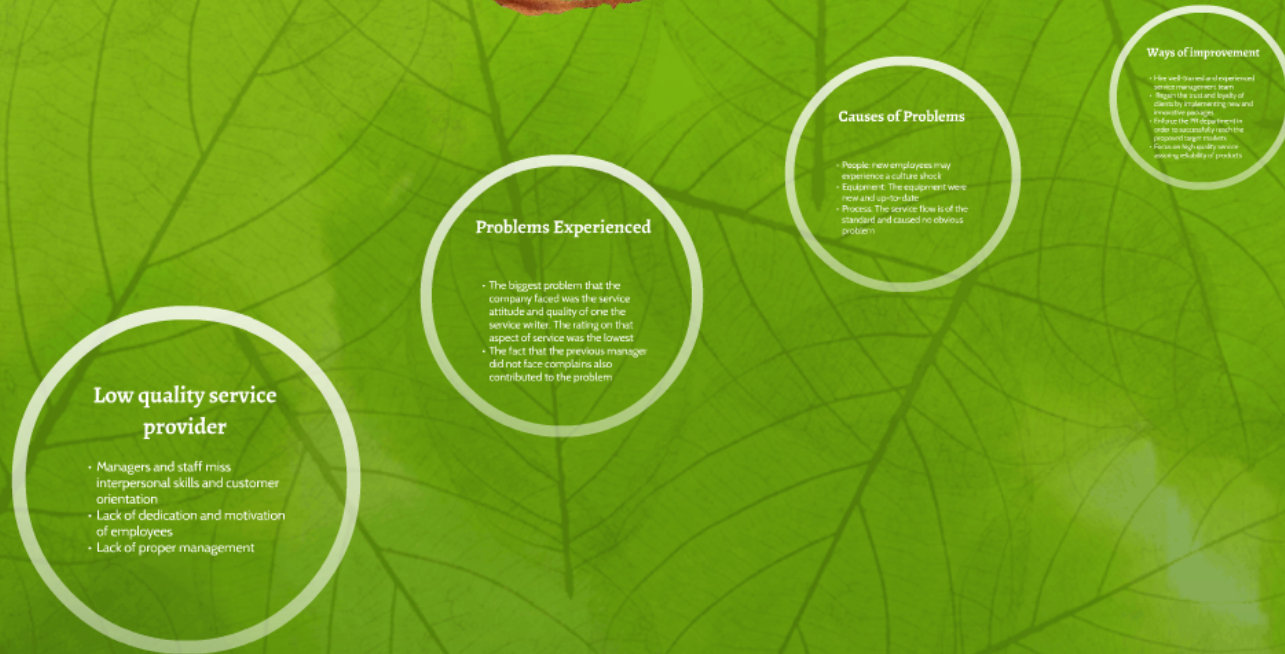
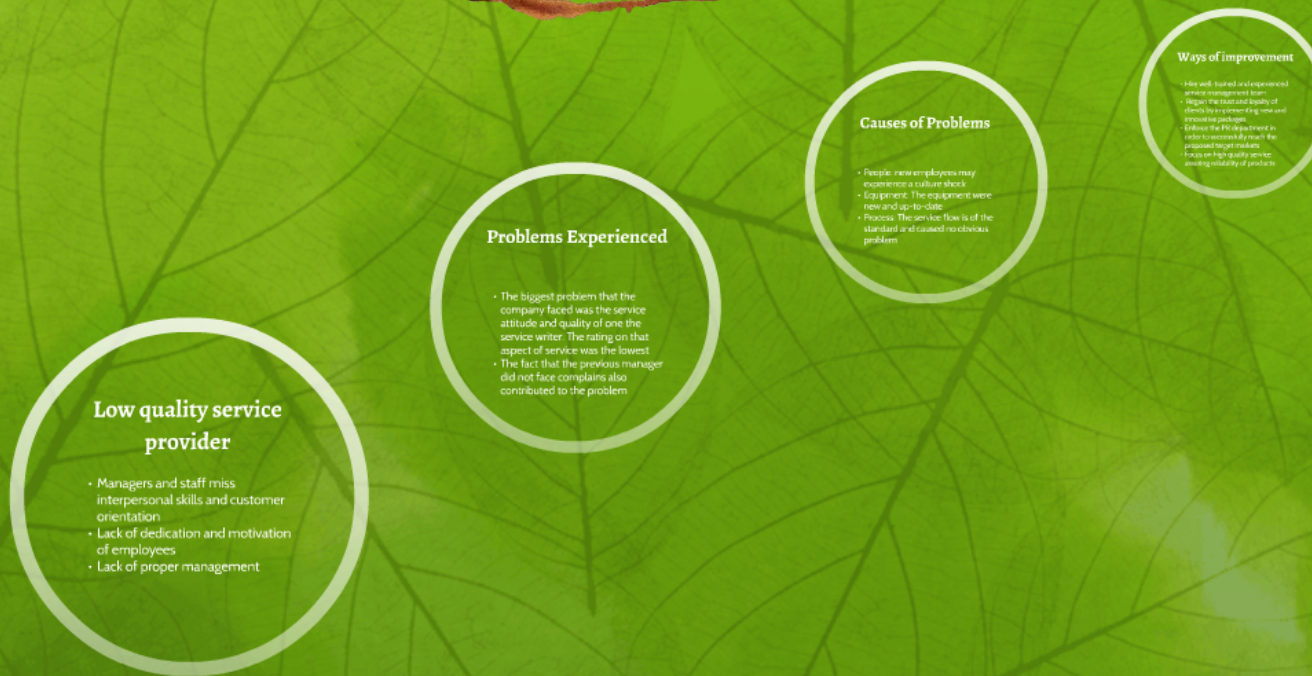


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Low quality service provider

- Managers and staff miss interpersonal skills and customer orientation
- Lack of dedication and motivation of employees
- Lack of proper management

Problems Experienced

- The biggest problem that the company faced was the service attitude and quality of one the service writer. The rating on that aspect of service was the lowest
- The fact that the previous manager did not face complains also contributed to the problem

Causes of Problems

- People: new employees may experience a culture shock
- Equipment: The equipment were new and up-to-date
- Process: The service flow is of the standard and caused no obvious problem

Ways of improvement

- Hire well-trained and experienced service management team
- Regain the trust and loyalty of clients by implementing new and innovative packages
- Enforce the PR department in order to successfully reach the proposed target markets
- Focus on high quality service assuring reliability of products

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