

LET'S TALK QUALITY
VOLUME III
TAPE TWO
SIDE ONE
QUESTIONS

51 1.WITH THE PROBLEMS THAT WE SEE GM HAVING RIGHT NOW THEN
IT'S NOT IN THE PRODUCTION, IT'S ELSEWHERE?

52 2. WOULD YOU CONTINUE THE STORY WITH RESPECT TO THE OTHER
AUTOMOTIVE MANUFACTURERS, FORD AND CHRYSLER, WHICH MOST PEOPLE
TEND TO ACKNOWLEDGE HAVE DONE A FAR BETTER JOB SOONER. IF SO, DO
YOU AGREE WITH THAT AND HOW DID THEY BRING THAT ABOUT?

53 3. I NOTICE WITH ALL THE MANY CUSTOMERS THAT YOU HAVE OR HAVE
HAD THAT NONE OF THEM HAVE BEEN THE AIRLINE INDUSTRY.

Start to get some now

54 4. GOT TWO QUESTIONS. ONE - HOW LONG DOES IT TAKE, IN YOUR
OPINION, TO EFFECT THE TYPE OF CULTURAL CHANGE YOU'RE TALKING
ABOUT IN TERMS OF QUALITY? THEN I'D LIKE YOU TO FOLLOW THAT UP
WITH OVER THE FIVE YEARS THAT PCA HAS BEEN IN BUSINESS, CAN YOU
POINT TO SEVERAL COMPANIES THAT YOU FEEL HAVE ATTAINED THAT
CULTURAL CHANGE AND ARE REALLY ON THE RIGHT TRACK?

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5. AS FAR AS CUSTOMER SERVICE GOES, IF YOU WANT TO IMPROVE AND
BUILD CUSTOMER SERVICE AND YOU WANT TO DO IT IN MORE THAN ONE
LOCATION, DO YOU FEEL IF YOU IMPLEMENT THE WHOLE PROCESS THAT YOU
COULD STILL KEEP THAT PERSONAL FEELING AND STILL GROW?

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