



WARRANTY: HOW LITTLE DOES YOUR COMPANY KNOW?

Presentation By:

P. Garand

Warranty Manager

MAGNA CLOSURES

In the past 10 years the Warranty issue has moved to the forefront of many organizations. In some companies this movement has been energized by government regulations, while in others the focus is due to negative economics, or used as a positive marketing tool. This movement has spawned a new set of professionals, which work in the realm of what used to be under the umbrella of customer service, and now termed “Warranty”. Much of the customer product experience is recorded and managed by these “Warranty Professionals”. The challenge for organizations is dissemination of this information throughout company ranks, into the hands of employees that have product responsibility.

This presentation will focus on developing a framework within an organization to support a process of Warranty learning.

Participants will learn the following:

- Understanding warranty data, can you explain what it means?
- Developing a warranty reporting standard
- Strategies for rolling warranty out to the entire organization
- Getting your product team to react warranty
- Making warranty transparent within the organization