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What makes a car detailing job great? –Adaptive Multi-Stage Customer DOE

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Car detailing is a tough job. Transforming a car from a muddy, rusty, full of pet fur box-on-wheels into a like-new clean and shiny ride takes a lot of time, specialized products and a skilled detailer.

But...what does the customer really appreciate on such a detailed car cleaning and restoring job? Are shiny rims most important for satisfaction? Interior smell? A shiny waxed hood? It is critical for a car detailer business to know the answers to these questions to optimize the time spent per car, the products used, and the level of detailing needed at each point of the process.

With the objective of maximizing customer satisfaction and optimizing the resources used, we designed a multi-stage customer design of experiments. We identified the key vectors of satisfaction (or failure), defined the levels for those and approached the actual customer testing in adaptive phases, augmenting the design in each of them.

This presentation will take you through the thinking, designs, iterations and results of this project. What makes customers come back to their car detailer? Come read and find out!

Keywords

Design experiment, Adaptive multi-stage design, consumer study, Augment Design

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