

**High customer satisfaction is the key criterion for the French “Lion Brand”.**

**Peugeot Austria Ltd. and more than 40 Peugeot distributors of new cars all over Austria are certified acc. to ISO 9001.**

In 1896, a Peugeot was registered in Vienna as the first factory-made gasoline vehicle. It was sold by the first Peugeot importer in Austria, Brunnbauer Company. In 1987, the general importer was established. Since 1998, this importer has acted as Peugeot Austria in the Triesterstraße in the 10th Viennese district. In 2000, the importing company with approx. 70 employees was certified acc. to ISO 9001 by Quality Austria for the first time. From this moment, top management of PAG (Peugeot Aktiengesellschaft – Plc) has endeavoured to motivate all the distributors of new cars to be certified acc. to ISO by means of personal and financial support. In the meantime almost the whole network of distributors of new cars has decided to go the way of ISO. Quality Austria attends to PAG as well as to its distribution partners certified by Quality Austria.

**Olivier Mornet, Director General of Peugeot Austria Ltd., and Caroline Grandperret, Quality Manager at Peugeot Austria, in an interview with Axel Dick, Quality Austria.**

Dick: **What do you associate with the term of quality?**

Mornet: For Peugeot, quality means a high degree of customer satisfaction. In this context, we need to make a distinction between two types of customers, our distributors, whom we support, and our final customers.

Dick: **What significance does quality have for your company?**

Mornet: Quality management is no secondary venue in our company but an important management tool enabling the company to be managed successfully. Quality concerns everybody, each employee. Everybody contributes to our customers' satisfaction. I am convinced that everybody can improve even if he/she already is on a high level. The challenge is to equally convince everybody. Our quality policy includes twelve topics that are relevant to Peugeot, such as delivery time, delivery quality or service quality. The final customers' satisfaction index will be identified specifically to the distributors. Now we are working at presenting each distributor's result to our distributors in an anonymous ranking as systematically as possible.

Grandperret: Thanks to this, the distributors exactly know their positions in the ranking and their strong and weak points. We elaborate concrete action plans specifically to the distributors together with the distributors in order to support them in their improvement process in a well-aimed manner. Now we have already stated that the actions are effective. The overall satisfaction index has increased significantly.

Dick: **What benefits has your organization drawn from establishing a quality management system?**

Mornet: More than three years ago, quality management was an abstract topic. Our objective was to make quality management understandable to our distributors. Our distributors need a quality policy that supports them in their daily business and clearly shows what quality means at Peugeot. For example, we aim at ensuring that the vehicles have no defects at their delivery. Every customer interested should be offered a test drive. Additional quality issues include such questions as: In what time and in what quality are spare parts delivered? For all these satisfaction factors, we develop uniform standards. Quality becomes measurable and

comparable. The concrete action plans help us to work at the continual improvement process specifically to each distributor.

Dick: **What is the challenge when establishing ISO 9001 at Peugeot?**

Mornet: We have a network of about 50 independent distributors of new vehicles. This requires strong and consistent motivation. We have to take our time to present the objectives and benefits in personal conversations. The process is not completed. Each quarter of a year there is a distributor meeting. There experience in implementing quality management always is exchanged. This is a fixed part of the distributor meetings. Now the Area Managers also are involved in quality management even more.

Grandperret: We also want to intensify exchange of experience. For this purpose, we plan a specific conference.

Dick: **What benefits could your company draw from certification acc. to ISO 9001?**

Mornet: The preparations for the annual external audit are very helpful. The audit itself serves as a mirror. The critical external perspective of the auditors of Quality Austria prevents us from becoming routine-blinded. This is true for Peugeot Austria and our distributors.

Grandperret: It is becoming obvious that the satisfaction values are higher or improve more rapidly among certified Peugeot distributors than among those that are not certified. After the short time, the data is not comprehensive enough yet in order to exactly demonstrate this statistically. However, we will exactly observe this development and consistently update the satisfaction indices.

Dick: **How do you see the developments and trends in the field of quality management systems in the following years?**

Mornet: The customers' loyalty is increasingly becoming important. This means we must continue to improve our products even more and further develop our efficient network by providing excellent service when new cars are bought and in the workshop.

Dick: Many thanks for the interview and continued success with quality. Many thanks for the concise answers.