

## CONTENT

Abstract.....	i
Abstract-chinese.....	ii
Acknowledgment.....	iii
CHAPTER 1 Introduction.....	1
1.1 Research Background and Significance.....	1
1.1.1 Research Background.....	1
1.1.2 Research Significance.....	2
1.2 Research Overview.....	2
1.2.1 Chinese Automobile Service.....	3
1.2.2 Overseas Automotive Service.....	4
1.3 Research Contents and Methods.....	5
1.3.1 Research Contents.....	5
1.3.2 Research methods.....	6
CHAPTER 2 Related Theories of After-Sales Service Management.....	7
2.1 Concept and Theory of Service Management.....	7
2.1.1 Concept.....	7
2.1.2 Theory.....	8
2.2 Appointment and Reception Management.....	10
2.3 Maintenance Service Management.....	11
2.3.1 Maintenance the Quality of Management.....	12
2.3.2 Maintenance the Technology of Management.....	14
2.4 The Management of Customer's Satisfaction.....	14
2.4.1 Establish a System of Customer's Service.....	16
2.4.2 Ways to Improve Customer Satisfaction.....	18
2.5 Management of Employees' Satisfaction.....	20
CHAPTER 3 Shanghai Volkswagen 4S Shop After Service Management.....	23
3.1 Service Management of Appointment and Reception in Volkswagen 4S Store... 23	23
3.1.1 Classification of Appointments.....	23
3.1.2 Management of Reception Service.....	24
3.2 Maintenance the Management of Service in Shanghai Volkswagen 4S Store.... 25	25
3.2.1 One-stop Maintained Service in Shanghai Volkswagen.....	25
3.2.2 Maintain the Management of Assessment Service Content.....	26
3.3 Management of Customers' Satisfaction in Shanghai Volkswagen.....	27
3.3.1 Management of Customer's Satisfaction.....	27
3.3.2 Local Assessment of Customer Service.....	28
3.4 Management of Employees' Satisfaction in Shanghai Volkswagen.....	28
CHAPTER 4 Shanghai Volkswagen After Service Survey.....	30
4.1 Question of Investigation.....	30
4.1.1 Face of Customer Groups in Shanghai Volkswagen.....	30
4.1.2 The Equality of Customers' Service.....	31
4.1.3 The Staff of the Customers' Service Attitude.....	32
4.1.4 Customer Evaluations.....	32
4.2 Analyze the Collected Data and Information.....	33
4.2.1 Analysis of the Age, Occupation, Education and Income of the Respondents.....	33
4.2.2 Analysis the Primary Information and Data.....	34

4.2.3 Analysis the Secondary Information and Data.....	37
4.3 Assessment of the Implication of These Effects in Shanghai Volkswagen.....	38
4.3.1 Face of Customer Groups in Shanghai Volkswagen.....	38
4.3.2 The Equality of Customers' Service.....	38
4.3.3 The Staff of the Customers' Service Attitude.....	39
4.3.4 Customers' Evaluation.....	39
CHAPTER 5 Conclusion of the survey.....	40
5.1 Analysis of Customer Service Management in Shanghai Volkswagen.....	40
5.2 Suggestions for Improvement in Shanghai Volkswagen Service Management...	40
5.2.1 Management of Appointment and Reception.....	40
5.2.2 Management of Maintained Services.....	41
5.2.3 Management beyond the After-Sales Service Process.....	41
CHAPTER 6 Conclusion.....	42
REFERENCE.....	43

## TABLE

Table 2-1 Step management.....	7
Table 4-1 Age ratio.....	30
Table 4-2 Select category ratio.....	31
Table 4-3 Gender ratio.....	33
Table 4-4 Monthly salary ratio.....	34
Table 4-5 The proportion of understanding methods.....	35
Table 4-6 Whether to drive.....	35
Table 4-7 The family car owners ratio.....	35
Table 4-8 Country of production.....	36
Table 4-9 Considerations when buying a car.....	36
Table 4-10 Cars species.....	37