

# Using Empathy Map to Solve Car Maintenance Complaint : Exemplified by Honda Car Dealer Case in Middle Taiwan : 中部本田

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## ABSTRACT

This research uses empathy map to analyze the customer complaint problem in the auto-shop maintenance. The goal is to have a deep understanding of the customer needs. There are several aspects in the empathy map. It divides the human head into four aspects: see, say and do, hear and think. Subsequently, the sore point and needs are emerged. Analyzing the conflict points in the four aspects, an insight can be obtained to leverage the conflict points into a solution. First, two internet video examples, Rich ' s commute and truck owner, are used to demonstrate the construction process of empathy map. Afterwards, two potential customers (one man and one woman) and one technician were taped down and their videos were analyzed to construct the empathy map. A holistic view on the car repair problem is converged and management solution is provided to the Honda customer service manager to enhance the satisfaction of the car maintenance service.

Keywords : Empathy map, Customer complaint, Insight, Customer Satisfaction

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