

Abstract

To create sustainable for industrial organization in current situation, an ability to improve productivity, quality, efficiency, reducing costs, good operation and continuous improvement is the key to success for competitiveness. It is widely believed that the Thailand Quality Award (TQA) can be used as the good criteria to evaluate the improvement of organizations.

The objective of this research is to study the effective tips of industrial consulting service by using criteria of Thailand Quality Award (TQA), focusing on consumer's relationship and satisfaction including the study of current situation of service and operation of the organization. This research gathered related data in the case study organization and then use the gab analysis as the methods to identify an important problem for improvement.

The result from gab analysis in case study organizations in accordance with the organization awarded by using the criteria of Thailand Quality Award (TQA) shows that there should be the improvement of the service process according to the consumer's satisfaction. Operating reliability, rapid response, being more confident, being in consumer's mind, and physical feature are methods of efficiency service improvement as in the principles for consumer's relationship.

After the improvement within 4 months, it shows that the operation as in the criteria of Thailand Quality Award (TQA) in chapter 3 articles 3.2 can increase the consumer's satisfaction from 78.0 % to 95.77 %, the difference of an increase is 17.77 % . This can be used as the guidelines for the development and can increase the ability of organization competitiveness.