

There should have been significant improvements in product reliability by all competitors.

YOUR TASK

Review your competitors' reliability judgment. Are you a leader in product reliability?

Check the numbers and then investigate how you can make further improvements.

DECISION TIP

High reliability brands do not break down, which results in more satisfied customers, fewer complaints, and lower warranty costs. A rating as low as 70 is unacceptable to most end users. A rating of 80 suggests that serious work is needed. End users will tolerate some low reliability but they will reward suppliers with their purchases if the reliability can be improved. A rating of 85, even 90, is strongly recommended.