



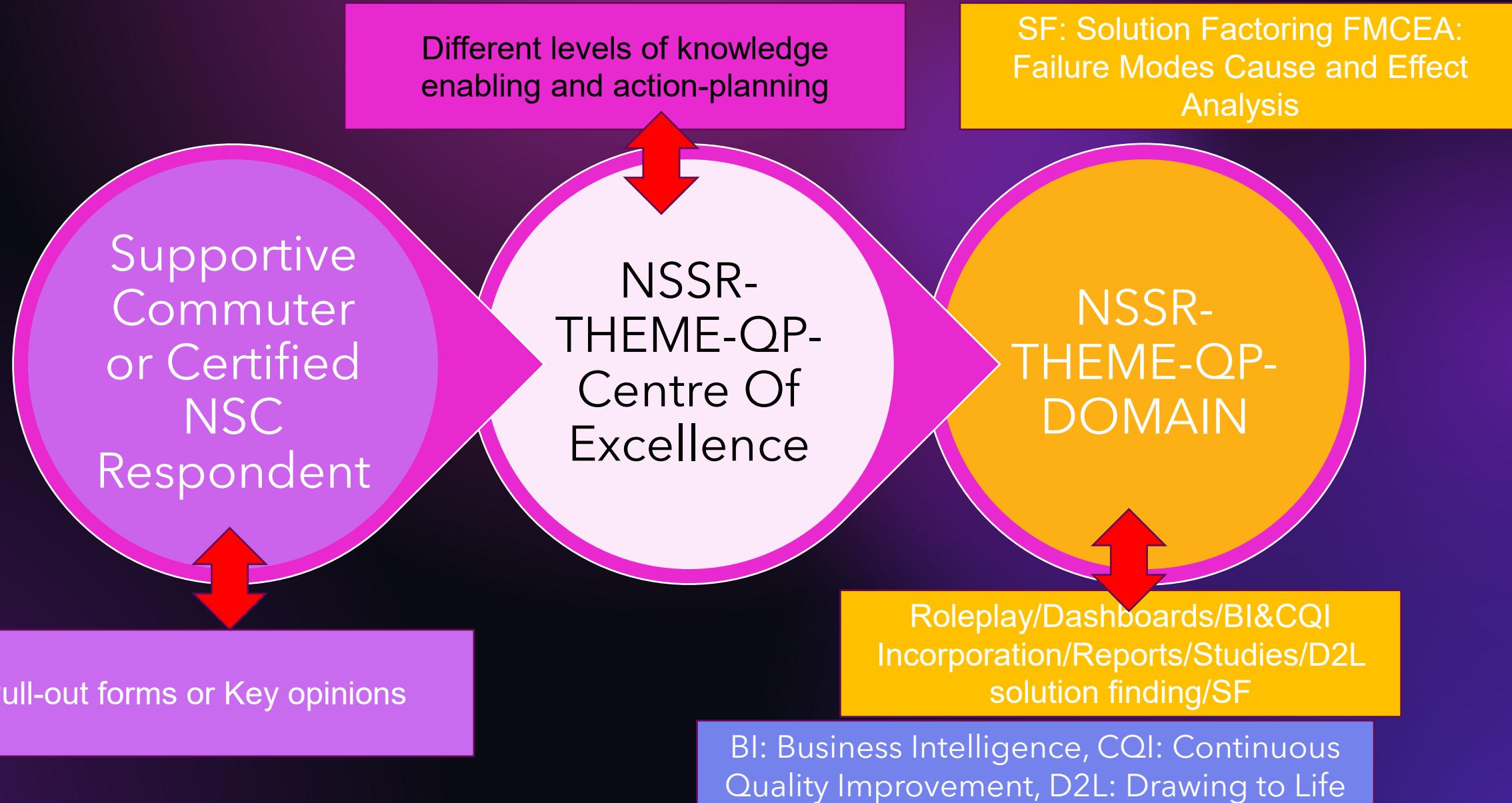
Supply chains  
and  
commercial  
vehicles

# NSC Certified Respondent Level 6 – Supply chains and commercial vehicles

BY  
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Proposal for NSC to  
ensure transformative  
implementation of the  
NSSR RS programme

# Response a for NSSR THEME



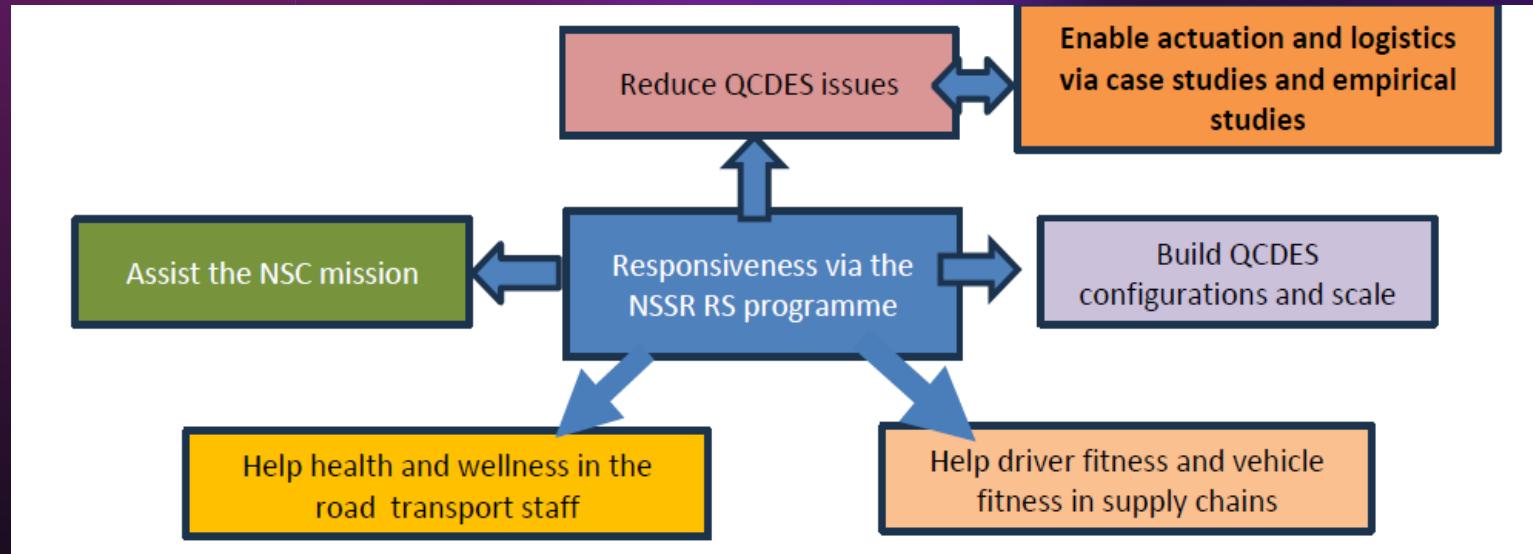


## NSC Certified Respondent Level 6 – Supply chains and commercial vehicles

## □ Responsive Quality for unconventional or long journeys in supply chaining

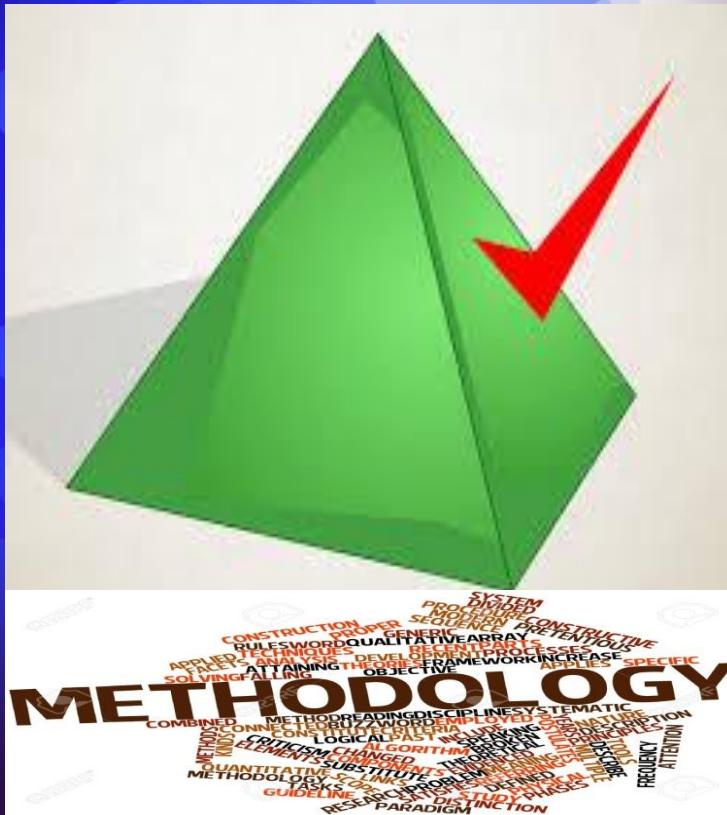


- Connecting road transportation need with suitability with commercial vehicles and sustainable responsiveness



# Pyramidal framework for sustainable responsiveness

## *Response by understanding Problem susceptibility and course of action*



Systemic Earth Quotient (SEQ) Endeavour	Applicable Focal Point for sustainable emergence
Commercial vehicle models and variants for	Global Need [Y] Regional Value [Y] State Value [Y]
AI inferencing for ease of ownership (EZEE) grades	SEQ Network Ripple Factor [Y] SEQ Product Ripple Factor [Y]
Key Opinion Leadership & Action Centre based Communications	Yes to EZEE practices [Y]
Distribution/Supply/Warehousing	Yes to EZEE practices [Y]
Sale/Resale/Redressal/Resupply	Yes to EZEE practices [Y]
Proven (Mission specific) Value	Yes to EZEE practices [Y]
Continual focus and FAST Tracking	Yes to EZEE practices [Y]
End of life and Next steps	Yes to EZEE practices [Y]

# Innovation for commercial vehicles

- Commercial Vehicle Manufacturer connected dealers in a city, neighborhood and strategic location are most reviewed by businesses interested in connecting need with suitability.
- Along with any emergent interest for a brand/model/variant, most of the businesses select commercial vehicles based on
- A. A Responsiveness end for goods transportation, longer journeys and other driving-causes-specific reasons OR B. As Intelligently Guided response, where the important quality attributes are
- 1. Vehicle details
- 2. Value for money
- 3. Aesthetics
- 4. Perceived Quality
- 5. Forward Lifetime theory known to cause undetermined issues or ripples in the ease of ownership

# Innovation for commercial vehicles

- 6. Brand Value pertaining to the vehicle detailing, or insights for any voice of customer information such as: Unique features of the brand, the model, the variant, with any ease of an ownership grade
- To develop an ease of ownership grade:
- We use Deep interaction for the Juran Trilogy, as this is seen as inferential rather than today's custom previews or showcasing of analysis which cannot control a value impacting ripple effect) for the connected ecosystem (such as the targeted market, the customer segment, the manufacture-AND/OR assemble-AND/OR import to sell programme, the vision specific dealership and goods supplier networking, the-design for service-to-customers processes, and the assisted delayering and stake-holding of any likelihood of concerns for the diversity in customer expectations

# Innovation for commercial vehicles

- For the mission specific mobility needed today:
- Expectations of vehicle detailing, connected analytics information and ease of ownership based "quality attributes/action factoring" are emerging to be important for brand identity and brand-value-stream-mapping.
- Summary of AOEC's idea or innovation:
- AOEC's idea or innovation is to add a Deep Interaction Link (label or tag) to the automobile (that is a commercial vehicle)/ part/ component/vehicle in its original vehicle branding, in order, to help a /dealer/goods supplier/stakeholder/customer enter the link into a web browser, or preview a TGMB unifying showcase to review an Integrated principle for quality control factors and attributes.

# Innovation for commercial vehicles

- The integrated principle for quality control:
- The integrated principle for quality control could on incorporation for an automobile/part/component/vehicle add pertinent or deep interaction attributes like reliability, procurement enablers, process level, and verification attributes like the doing business factors, service quality model, service anywhere anytime norms like emphasis inventory, part fitness, vehicle management, ticketing and innovative “voice of customer” features that help infer more about the right vehicle suitability, right advertising, right channelling, right influencing and if possible inferential quality analysis like links to reviews, vehicle lifecycle-assessments, focus groups, staff/employee/spokesman reviews, Deep interaction “TGMB unifying-points” that evaluate the principle for quality control.

# Innovation for commercial vehicles

- The Deep Interaction Link (label or tag) is based on the Juran Trilogy of implementing
  - ❑ Quality Planning,
  - ❑ Quality Control and
  - ❑ Quality Improvement to manage the cost of poor quality or quality recognition and brand equity enablers for vehicle suitability for voice of the customer factors, and global & mutually beneficial attributes

# Innovation for commercial vehicles

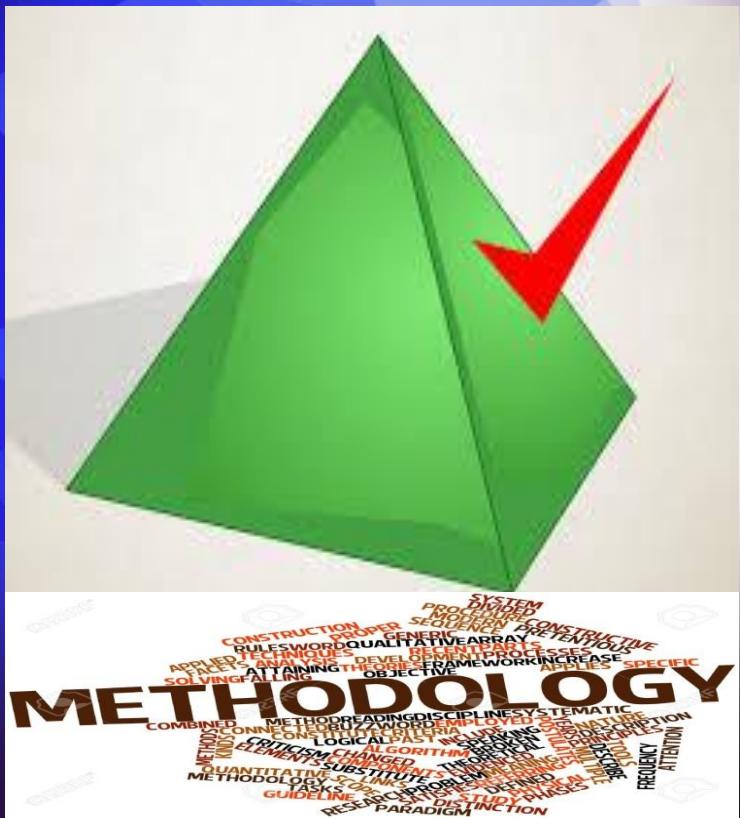
- The Deep Interaction Link recommends the dealer must integrate future connected activities
  - Complaints redressal for brand equity or ease of ownership (EZZEE)
  - vehicle liability details for brand equity or ease of ownership (EZZEE)
  - vehicle recall, returns for brand equity or ease of ownership (EZZEE)
  - Management of emphasized quality/old or damaged parts/components/ and with or without salvaging of items that can be reused/recycled, to manage the issues of Loss of future connected goodwill, loss in business vision, delay or stoppage of supply
- The emphasis for pyramidal emergence is to help dealers incorporate BI/CQI facts based or quality based decision making, relationship management for the principle for quality control, quality control tools and lean principle tools that reduce gaps for asset accountability, defects, variance, waste in what is seen as key opinion leadership and a responsive & repetitive need for quality emphasis or call to plan emphasis for uni-brand value (or TGMB value)-connected-missions, where the quality standards or deep interactions are not conformed to in regulatory interests.

# Innovation for commercial vehicles

- The Deep Interaction Link will help work across brands/silos where this innovation can associate a Fast Track Pertinence, Action Centre, Showcased Help Desk and Brand Equity Development Programmes that dealerships and their networks can intend to take up as case study or as different solution finding initiatives.
- Continual focus can add preponderance of possibilities, and business insights of tomorrow into relevant classes of automobiles/parts/components/vehicles/goods.
- Ask for a case study or solution finding, by contacting us on M 9342867666 or by emailing us on [venkataoec@gmail.com](mailto:venkataoec@gmail.com)
- Our Work in progress TGMB Unifying Showcase for both passenger vehicles and commercial vehicles: URL for this <https://venkataoec.wixsite.com/deeper-interaction-a>

# Pyramidal framework for sustainable responsiveness

## *Response by understanding Problem susceptibility and course of action*



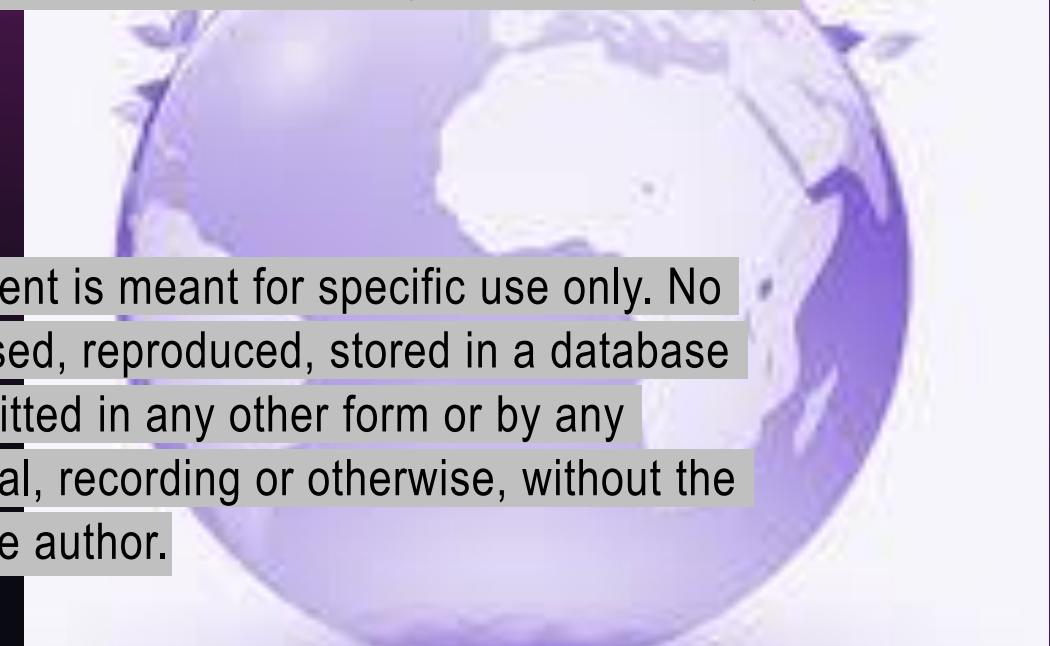
## Point of view Interactions that can emerge into Transformations or Ripple effects





## *5.1 Associating a Consumer Behavior Model (Nicosia model)*

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# Associating the Nicosia model

- 1. Can the organization associate a customer behavior model with the customers/ goods transportation providers/ goods suppliers that have availed of its vehicles and services? Can this be used to reach more of such customers and increase market share? Yes/No/Partially
- 2. To assess a customer/goods transportation provider/goods supplier according to the Nicosia model, the organization must assess the following aspects of purchase?
  - a. The customer/good transportation provider/goods supplier got to know about the organization or the vehicles from an advertisement? Yes/No
  - b. The customer/goods transportation provider/goods supplier heard about the organization or the vehicles from another goods supplier/goods transportation innovator or solutions provider? Yes/No
  - c. The customer/goods transportation provider/goods supplier heard about the organization or the vehicles from a partner or supply chain associate or top of line referral like an employer or more simply a co-worker or direct customer (like a relative/friend)? Yes/No
  - d. The customer/goods transportation provider/goods supplier simply purchased the vehicle/vehicles? Yes/No

# Associating the Nicosia model

- The answers to the first field of questions can be processed for better advertising strategy formulation, to form an input to the second field of questions that follow:
- a. The customer/goods transportation provider/goods supplier made a choice without considering any alternatives? Yes/No
- b. The customer/ goods transportation provider/goods supplier made a choice due to a policy for an expected ride experience”? Yes/No
- c. The customer/ / goods transportation provider/goods supplier made a choice after weighing different factors like the organization’s or vehicle’s credibility, solution appropriateness, safety features, appropriateness, location & convenience of point-of-sale services, or service workshops, customer relationship, pricing? Yes/No
- d. The customer/ goods transportation provider/goods supplier made a choice due to specialty of the organization or vehicle? Yes/No
- The answers to the second field of questions can be processed for better search and evaluation promotional strategy formulations, to form an input for the third field of questions that follow:

# Associating the Nicosia model

- a. Did the customer/ goods transportation provider/goods supplier choose the organization or its vehicles out of influences like distinctiveness, environment friendly nature and/or safety features, credibility, specialty etc (known as positive motivation)? Yes/No
- b. Did the customer/ goods transportation provider/goods supplier choose the organization or vehicle as immediate attention could be sought, or point of contact services where simply available, or as the cost for purchase, utilization and maintenance was cheaper in comparison to other alternatives, etc (known as negative motivation)? Yes/No
- c. Did the customer/ goods transportation provider/goods supplier choose the organization or vehicle after seeking some incidences specific findings or negative feedback clarifications? Yes/No
- The answers to the third field of questions can be processed for better organizational image or service deservedness strategy formulations, to form an input for the fourth field of questions that follow.

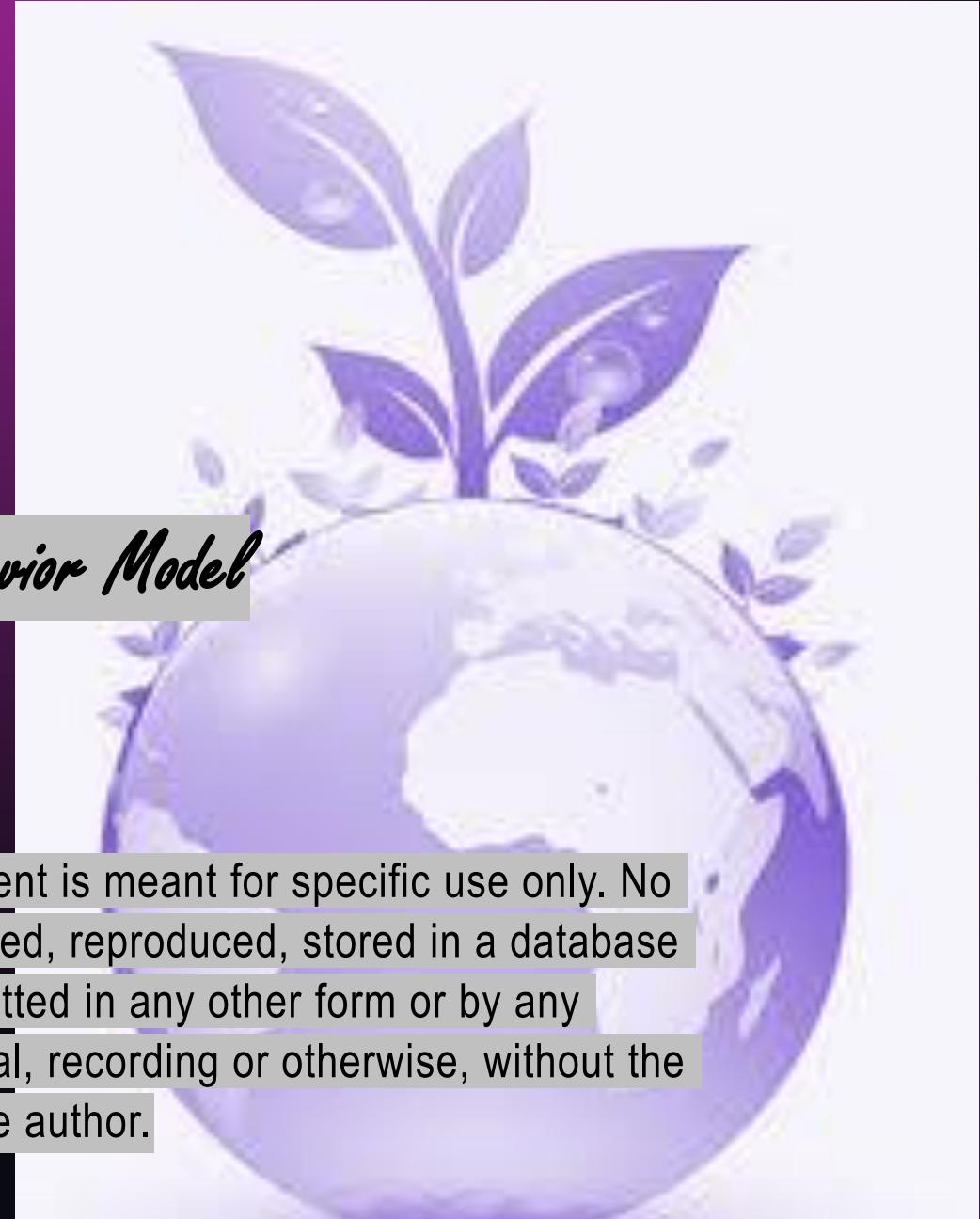
# Associating the Nicosia model

- a.Did the customer/ goods transportation provider/goods supplier provide any positive feedback about the vehicle & services availed or point of sales consulted (known as positive performance)? Yes/No
- b.Did the customer/ goods transportation provider/goods supplier provide any negative feedback about the vehicle & services availed or point of sales consulted (known as negative performance)? Yes/No
- c.Did the customer/ goods transportation provider/goods supplier discontinue purchase, utilization, or continual utilization & maintenance (known as aborted/ degenerative performance)? Yes/No
- d.Did the customer/ goods transportation provider/goods supplier record any complaints about the vehicle & services availed (known as vital input for better performance)? Yes/No
- The answers to the fourth field of questions can be processed for better performance and continual excellence strategy formulations.



## *Associating a Consumer Behavior Model (Howard Sheth model)*

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# Associating the Howard Sheth model

- 1. The Howard Sheth model is more comprehensive than the Nicosia model for understanding consumer behavior. This model helps you classify your customers/ goods transportation providers/goods suppliers on the basis of specific stimulus, expectations or motives.
- 2. To assess a customer/ goods transportation provider/goods supplier according to the Howard Sheth model
- **Influencer A:** The customer/ goods transportation provider/goods supplier got to know about the organization or vehicle due to certain stimulus such as
  - Distinctiveness? Yes/No
  - Quality? Yes/No
  - Specialty in nature of solution? Yes/No
  - Pricing? Yes/No
  - Availability of the organization or vehicle? Yes/No
- Reflection of performance expectations? Yes/No
- Environmental nature and/or safety features? Yes/No
- Specialty in services offered? Yes/No
- Nature of service policy? Yes/No

# Associating the Howard Sheth model

- **Influencer B:** The customer/ goods transportation provider/goods supplier selected the organization or vehicle on the basis of certain internal viewpoints like
- Past experience? Yes/No
- Perception about organizational image? Yes/No
- Perception about the vehicle quality and cost effectiveness? Yes/No
- Word of mouth influence? Yes/No
- Personal analysis or needs based motive? Yes/No
- Mindset to invest in niche, path breaking solutions or innovations? Yes/No
- Attitude? Yes/No

# Associating the Howard Sheth model

- **Influencer C:** The customer/ goods transportation provider/goods supplier selected the organization or vehicle on the basis of certain industry focus, market interests, social factors or exogenous factors like:
- Key contributor or role for sustainable transportation? Yes/No
- Top 10 or must have vehicles or transportation solutions focus? Yes/No
- Transportation segment preferences? Yes/No      Consumer segment preferences? Yes/No
- Requirements due to background (like being from a country, state, city, location, or segment of industry)? Yes/No
- Financial status? Yes/No
- Ease of ownership for Social class? Yes/No      Preferences or better performance? Yes/No
- Recommendation of reference groups? Yes/No
- Time availability? Yes/No

# Associating the Howard Sheth model

- The answers to each of the influencers determine whether the customer/ goods transportation provider/goods supplier made a choice in selecting an organization or vehicle by considering factors that can be processed for better vision for the domain, operations and continual excellence strategy formulations.
- **Focus areas for the different influencers**
- 1. Choices made out by considering factors in **Influencer A**: Organizational image, visibility of the organization or vehicle, safety features, reflection of expectations for performance, competitive differentiation
- 2. Choices made out by considering factors in **Influencer B**: Organizational image, promotions for capturing market share, credible nature of vehicle/services or exclusiveness in nature of vehicle/services, willingness of organization to address gaps in availability of a particular kind of transportation solution to businesses or consumers of this segment of the industry, understanding of attitude of goods suppliers/ goods transportation providers/innovators/matter of fact decision-makers or product innovation interested younger generations etc

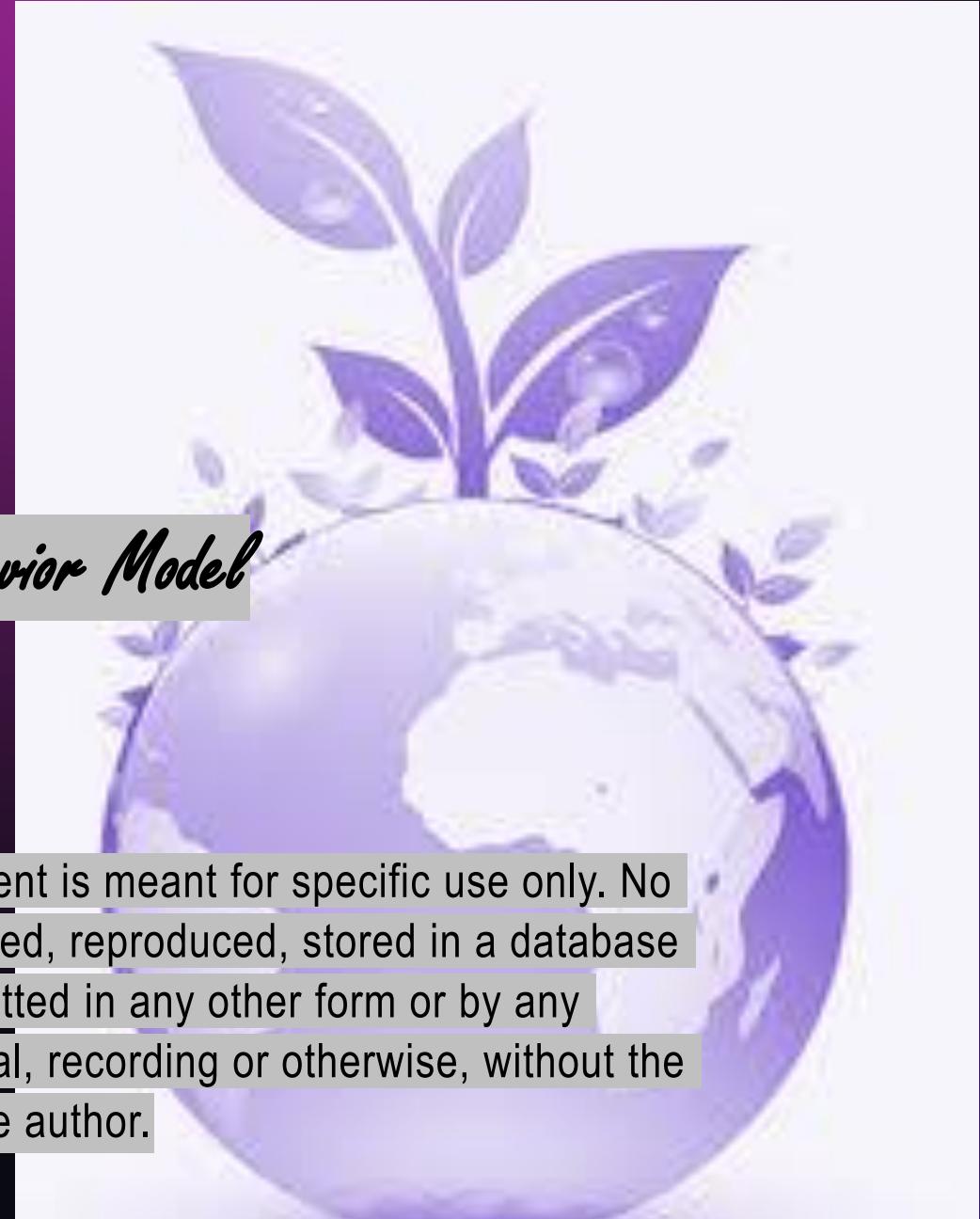
# Associating the Howard Sheth model

- 3. Choices made out by considering factors in **Influencer C**: Differential pricing, suitability for any or specific business/consumer segment or social class, influences on decision mediators, instrumental investors or businesses causing preferences in the industry, supply chain, dependent families, business communities and reference groups
- The choices made by customers/ goods transportation providers/goods suppliers under the 3 influencers lead to vital **response outcome** variables for marketing, where the mentioned focus areas can thereon help the organization establish or improve its market presence, vehicle or solution visibility and deservedness.



## *Associating a Consumer Behavior Model (Multi-mediation model)*

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# Associating the Multi-mediation model

# Associating the Multi-mediation model

- Right availability of the organization or vehicle? Yes/No
- Customer's exposure to availing of exclusive transportation vehicles and services? Yes/No
- Customer's exposure to availing of similar transportation vehicles and services? Yes/No
- Individual Business Preferences? Yes/No
- **Central control areas:** Getting to know more about the customer/ goods transportation provider/goods supplier in terms of certain psychological stimulus such as
- Past experience? Yes/No
- Perception about needs? Yes/No
- Attitude towards need or problem resolution? Yes/No
- Whether easily influenced? Yes/No

# Associating the Multi-mediation model

- Takes decisions after weighing pros and cons? Yes/No
- Checks details like success rate, past performance? Yes/No
- c. **Decision process:** Getting to know more about the decision process of the customer/ goods transportation provider/goods supplier in terms of aspects such as
  - Shows need/problem recognition? Yes/No
  - Relies on awareness, internal search, reflection and evaluation? Yes/No
  - Relies on industry influencers, social contact, external search, and evaluation? Yes/No
  - Has preferences about purchase processes that ensure right choice? Yes/No
  - Shows keenness about post-purchase processes like customer satisfaction, issue resolution or replacement policy, complaint redressal? Yes/No

# Associating the Multi-mediation model

- Shows active interest in tangible evidence like dealer network infrastructure, facilities, interiors of service centres/workshops/customer care delivery departments, interiors of point of sale showrooms, booking of vehiclei to delivery lifecycle related systems & point of contact related systems, records, product and service packaging, owner's guidance to vehicle parts/components & useful life information, quality information, vehicle & services related communications, statistics, manuals, stationery? Yes/No
- **Key aspects of the Multi-mediation model**
- The important aspect is that this model considers that the stimulus behind a customer'goods transportation provider's/goods supplier's decision-making commonly includes "**industry aspects, general aspects, business owner aspects, primary stakeholder opinion/goods transportation community based aspects, marketer dominated aspects or impressions created etc**".