

Customer Focus

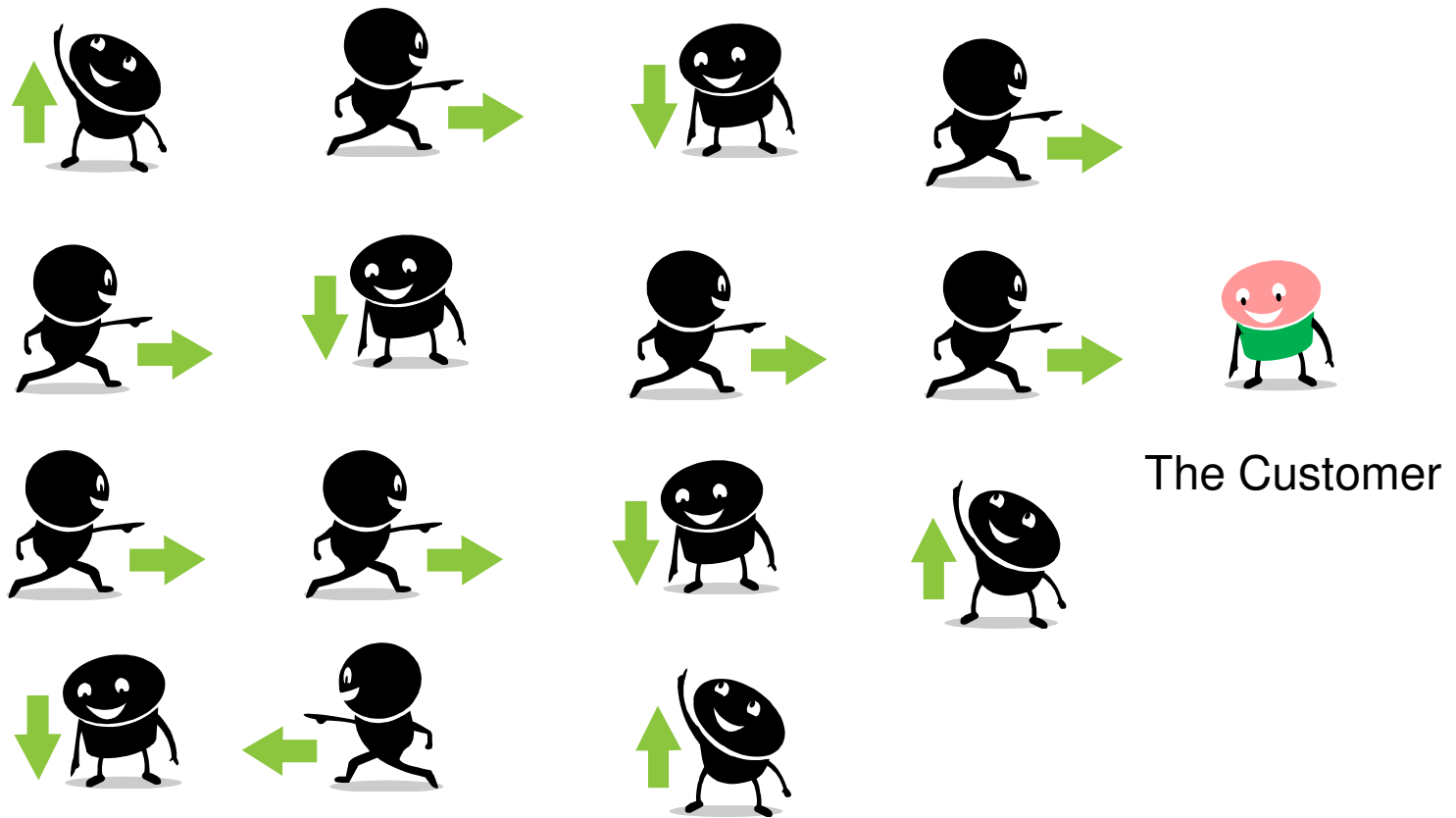
Adam Bennett

Focusing on the customer and reducing cost

- Process improvement requires a focus on the customer
- Customer focus achieves
 - clarity of purpose
 - improved customer satisfaction
 - reduced costs
 - organisational alignment
 - increased employee satisfaction

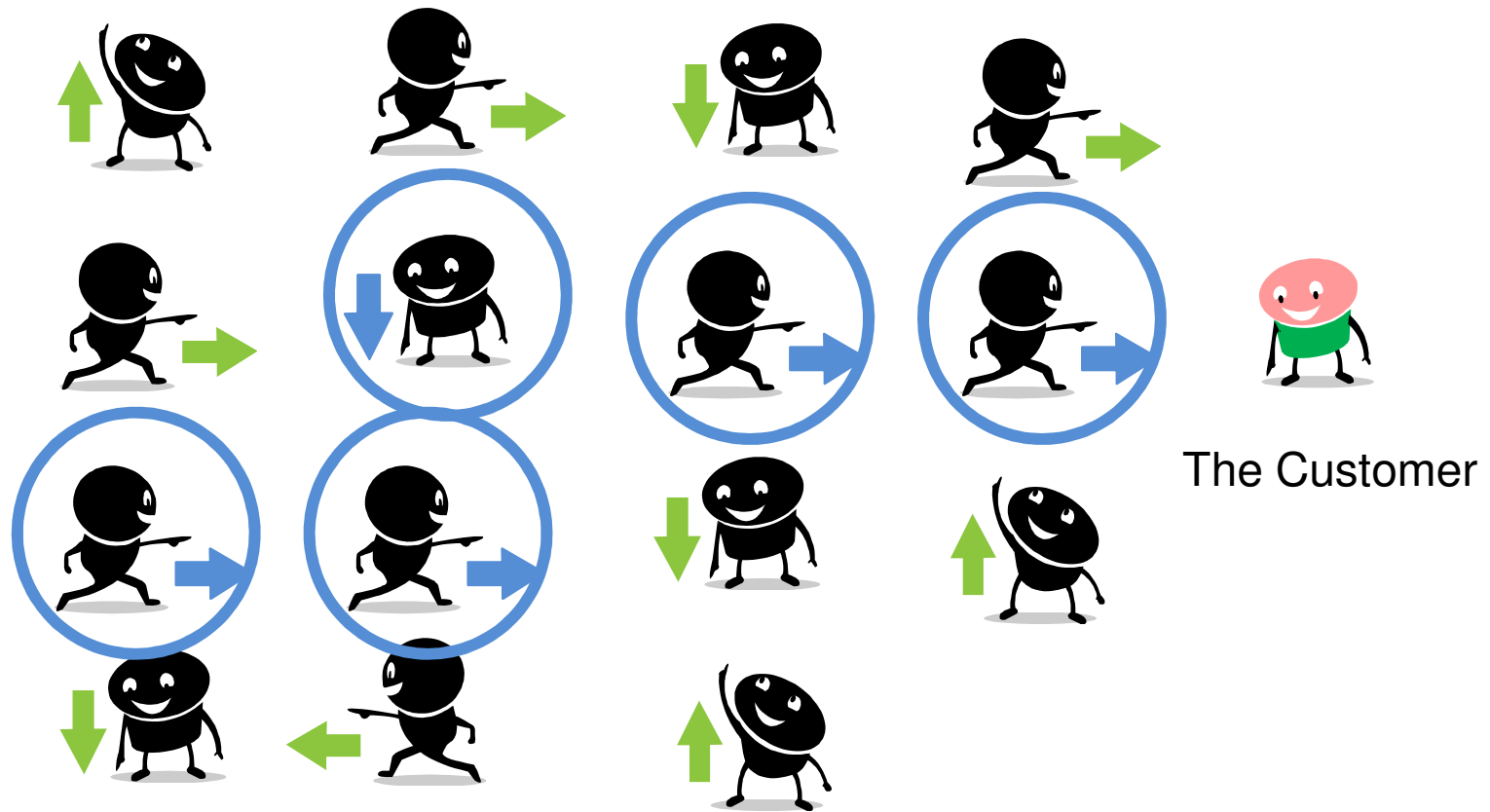
We're all busy!

This is a very busy organisation, but where is the focus ?



Focusing on the Customer

Start with the customer. Understand their needs and what adds value to delivering that need



Focusing on the Customer

What other activities are needed to enable delivery



Focusing on the Customer

... The rest is "Waste"

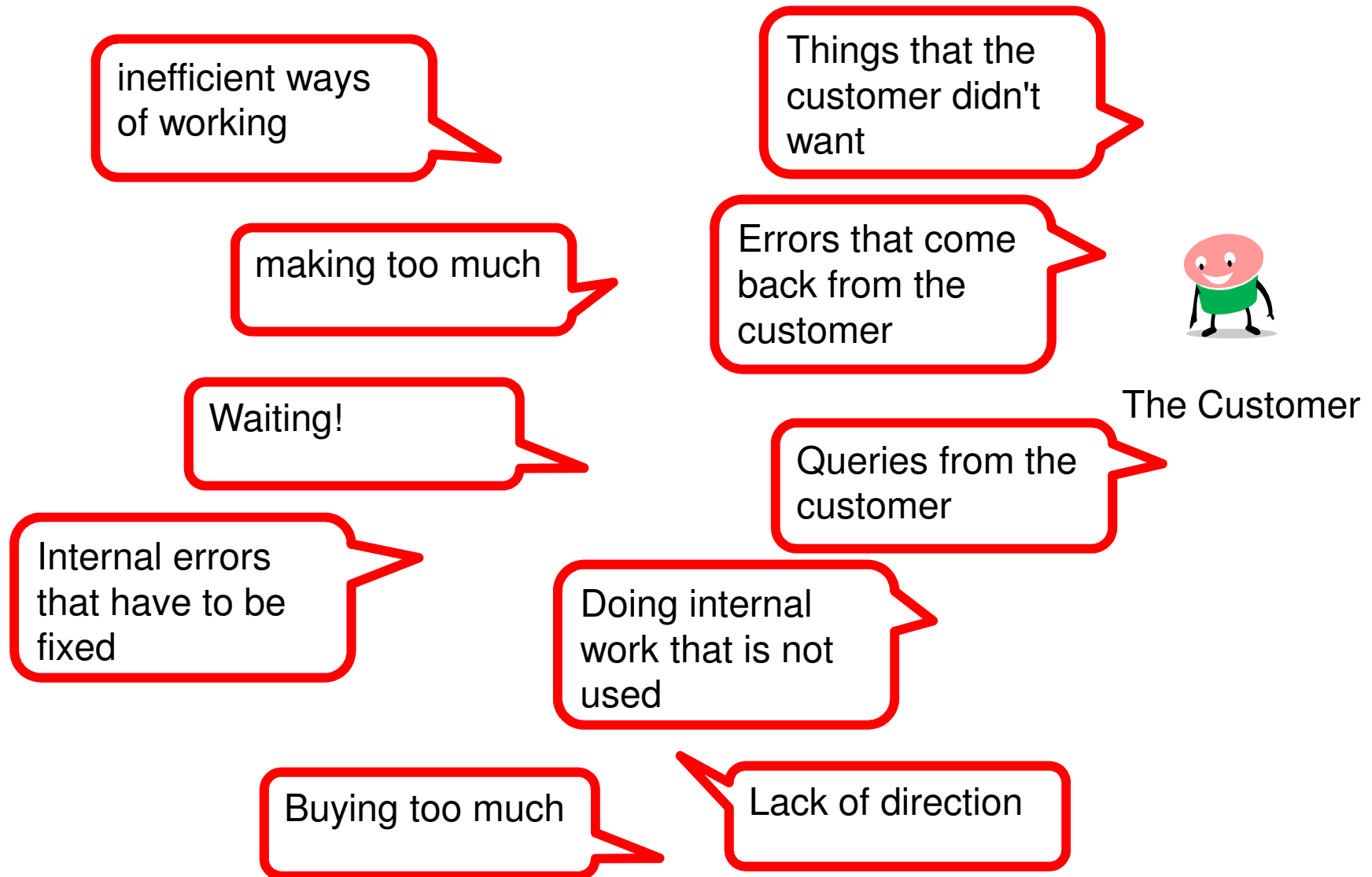


Focusing on the Customer

Removing the waste activity reduces cost,
...eases the flow to the customer
...releases people to focus on value add



What is the waste ?



Focusing on the Customer

Here is a clear, simple, lean process

It is focused on the customer

It can be measured

... and improved

