

# Lean Six Sigma for *SERVICE*

1 – 2 March 2010

Armada Hotel, Petaling Jaya, Malaysia

## How do I apply Lean Six Sigma to services and transactions to:

- reduce your company's service costs by 30% to 60%
- improve service delivery time by 50%
- expand capacity by 20% - without adding staff

This is a question many business owners, executives and managers are asking. Service operations now comprise of more than 80% of the GDP in the United States and rapidly gaining speed in Malaysia and in Singapore. Even within manufacturing companies, it's common to have only 20% of product prices driven by direct manufacturing labour – the other 80% comes from indirect costs associated with support and design functions (finance, human resources, product development, purchasing, engineering, marketing, etc). Moreover, in service applications, the costs related to work that adds no value in your customers' eyes ("non-value-added") is higher than in manufacturing in both percentage and absolute dollars. The application of Lean Six Sigma for SERVICE to these areas can result in dramatic improvements in speed, quality and cost, all of which can give organisations a major strategic advantage over their competition.

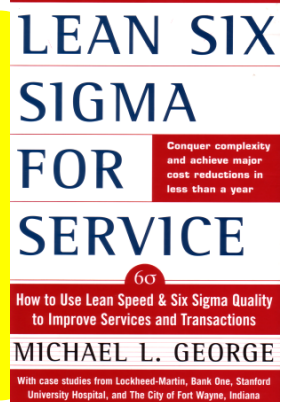
Our 2 Days 'eye-opening' workshop reveals how to apply relatively simple statistical tools and Lean tools that will reduce costs, dramatically speed up service processes and transactions, and ultimately improve overall customer satisfaction. That should be the final objective for all customer-centric organisations. Participants will learn how classic Lean tools such as "pull systems" and "setup reduction" are being used in procurement, call centres, operating rooms, government offices, R & D, etc. Participants will see why services are full of waste – and ripe for the benefits of Lean Six Sigma.

Filled with case studies detailing dramatic service improvements in organisations from Lockheed Martin to Stanford University Hospital, this bottom-line workshop provides owners, executives and managers with the knowledge necessary to blend Lean and Six Sigma to optimise services and transactions. Participants will learn how Lean Six Sigma can cut costs by reducing complexity; how to use its tools to provide better quality service; and how they can use shareholder value to decide which projects to tackle first.

**HRDF Claimable  
under SBL**

This programme is conducted **only once a year**. Limited seats available. So...book early!

**The 1<sup>st</sup> 15 registered participants with full payment shall be the proud owner of this fantastic book**



**Conquer complexity and achieve major cost reductions in less than a year**

## Why You Cannot Miss This Course

What Lean Six Sigma for SERVICE can do for you?

- ✓ Learn how to apply Lean Six Sigma to your services and transactions to:
  - \* *reduce your company's service costs by 30 to 60 percent*
  - \* *improve service delivery time by 50 percent*
  - \* *expand capacity by 20 percent – without adding staff*
- ✓ Discover how to apply Lean tools to achieve greater speed in service processes
- ✓ Discover how to integrate Lean and Six Sigma
- ✓ See how you can shareholder value to drive project selection – without needing an MBA
- ✓ Discover how Lean Six Sigma can cut costs by reducing complexity
- ✓ Discover how Lean Six Sigma can elevate customer satisfaction levels never achieved before
- ✓ Learn best practices from organisations that have successfully implemented and benefited from Lean Six Sigma for Service

## Who Should Attend

This training is appropriate for a diverse range of personnel because commitment needs to be top down for support, bottom up for implementation, and cross functional with support departments included.

1. Business Owners, CEO, COO, CFO, CIO, CTO
2. Head of Departments, managers, executives and quality professionals involved with: Service & Quality improvement, Risk Management, Production, Administration, Human Resources, Training, and other related areas
3. In-house and External Consultants
4. Professionals interested in becoming Six Sigma Certified.
5. Consultants who aspire to seek new business opportunities in Lean Six Sigma for SERVICE



**Lean Six Sigma is the answer to any organisations needing to simultaneously achieve customer satisfaction and growth at low cost**

## Day 1

### The challenges from Today's services Industry

- Different types of challenges
- Lacking element in Existing service management strategy
- Lean Six Sigma's answer to these challenges

### What is Lean - A Detailed Overview

- Lean and It's evolution from Toyota Production System
- Lean and Its Continuous Process Improvement Cousins
- Focus of Lean on Mudass (Wastes)
- 7 Mudass
- Pros and Cons of Lean Method
- Value Stream Management (Value, Non Value Added activities)

### What is Six Sigma - A Detailed Overview

- Why Six and Why Sigma
- Variation and Six Sigma (Ys and Xs)
- Various Approaches (DMAIC/DFSS) - When and Why
- Green Belts, Black Belts .... - What it is all about

### Using Lean Six Sigma for Strategic Advantage in Service

- The ROI of Lean Six Sigma for Service
- Listen and learn from some Success Stories

### Seeing Services Through Your Customers' Eyes

- Use of Voice of Customers (VOC)
  - Strategic business decisions
  - Product/service evaluation and design
  - Process improvement and problem-solving
  - Shaping Job Descriptions and Skill Set

*When you take care of your customers, they will take care of your business!*

## IMPROVING SERVICES

### Lean Tools & Techniques

- Value stream Tools
- Flow and Pull Tools
- Perfection Tools
- Management Tools

### Six Sigma Tools & Techniques

- 8 QC Tools
- Other SPC Tools
- Introduction to DMAIC and using DMAIC to improve Service Processes
- Introduction to DFSS

### Deploying Lean Six Sigma in Service Organisations

- Phase 1: Readiness Assessment
- Phase 2: Engagement (Creating Pull)
- Phase 3 : Mobilisation
- Phase 4: Performance & Control

### Designing World-Class Services using DMEDI

- Define, Measure, Explore, Develop, Implement

## Wrap-up & Award Presentation

Bank One knows that higher quality, faster services, delivered at lower cost is important to our customers and to our business. The integration of Lean process speed and Six Sigma process quality provides a powerful combination to achieve these goals. Lean Six Sigma for SERVICE will be valuable to any company needing to simultaneously achieve customer satisfaction and growth at low cost

**- Darryl Greene and Mike Fischbach,  
Sr. Vice Presidents, Bank One**

McKesson is a USD50 billion revenue company primarily involved in pharmaceutical distribution. As we embarked on our Six Sigma journey, we found we needed both Six Sigma process quality and the Lean process speed, to improve our marketing, logistics, order fulfillment and other processes.

**- Jeff Reinke, Vice President of Six  
Sigma, McKesson and Co**

We recognise that our business support processes have as much opportunity for improvement as our design and build areas. By applying Lean Six Sigma for Service to marketing, legal, contract administration, procurement, etc, we are creating new value for our customers, employees and shareholders.

**- Mike Joyce, Vice President of Six  
Sigma, LM 21, Lockheed-Martin**

## Your Workshop Leader

Our Workshop Leader is an outstanding lecturer / trainer with significant of hours spend in training executives and senior managers , supervisors in the area of human resource , operations , quality , supply chain and financial management.

He is an excellent general manager with significant proficiency in manufacturing/operations excellence with sound qualified hands on knowledge in lean manufacturing and six sigma implementation. Having proven track record in the Asia region with 22 years of solid experience , knowing the people , language and the culture.

He possesses excellent leadership skills, having served as Managing Director and CEO for various large multinational manufacturing concerns in Malaysia and Thailand. He is a firm believer in the establishment of a solid system and structure in all area's of manufacturing, supply chain, HR ,IT .Engineering and Finance . He is results , process and system orientated . He totally believes in the importance of character as the key element to success, putting much emphasis on commitment, credibility, ability, teamwork as well as being transparent, trustworthy, tactful and steadfast at all times.

Our Workshop Leader's highest education attainment is a MBA – General Management from Nottingham Trent University U.K. He is also a certified Master Black Belt and Lean Manufacturing Master which gives him a solid foundation to drive and achieve world class manufacturing standards in an organization. Having supported, driven and implemented many lean six sigma programmes in manufacturing concerns, and has experienced tremendous business improvement as well as success, he believes that it is time to bring the Lean Six Sigma methodology to the service sector, wherein lies tremendous opportunities for improvement and enhancement of business profitability.

Yes! Please register the following delegate(s) for this course on

## Lean Six Sigma for Service

### 1st Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
 Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

### 2nd Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
 Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

### 3rd Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
 Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Booking Contact (Approving Manager) Mr/Mrs/Ms:

Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Organisation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Post code: \_\_\_\_\_

Your investment for attending this programme is:

<input type="checkbox"/>	<b>“Early Bird” fee: RM2,900</b> (Provided that full payment and registration are received by <b>15 February 2010</b> )
<input type="checkbox"/>	<b>Regular fee: RM3,200</b>
<input type="checkbox"/>	<b>Group Discount:</b> Enjoy a group discount of 10% for 3 or more delegates booked at the same time from the same organisation and of the same billing source

#### Important Notice:

- ✓ Payments are required with registration and must be received prior to the Course to guarantee your place
- ✓ Course fees includes lunch, teabreaks and course materials. *A beautiful Certificate and Classy Velvet Folder shall be presented to all delegates.*

## To Register



03-77103152/4752 (Ming Ming/  
Dr Allen Teh)



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**Suite 3-1, Level 3, The Place, No 1 Jln PJU8/5G, Bandar Damansara Perdana, 47820 Petaling Jaya, Malaysia**

## PAYMENT METHODS: CHEQUE/BANK DRAFT

Please cross cheque or bank draft made payable to **TOP RANK QUALITY SDN BHD** and mail your payment together with this registration to **Suite 3-1, Level 3, The Place, No 1 Jln PJU8/5G, Bandar Damansara Perdana, 47820 Petaling Jaya, Malaysia**

## CANCELLATIONS & TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Course. A refund less RM500 administration charge will be made for cancellation received in writing on or before 21 February 2010. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The Organiser reserves the right to make any amendments, cancel and/or change the programme, speaker, date or venue if warranted by circumstances beyond its control. In the unlikely event of programme cancellation by the Centre for Customer Care (CCC) Malaysia, then a full refund of the fee payment will be made but CCC disclaims any further liability.

## HOTEL ACCOMMODATION

For room bookings and rates, kindly contact:

Armada Hotel, Petaling Jaya TEL: +603-79546888

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NAME OF CCC ASSOCIATE	
FEE RECEIVED	RM
REGISTRATION DATE	
REMARKS	