



QUALITY MANAGEMENT SYSTEM BUSINESS PROCESS IMPROVEMENT

Business Success Stories

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Art Industry (US) Web Site Development And Strategy

A young French Entrepreneur wanted to enter the contemporary art market and create the dominant cross-cultural business solution for the arts industry in the physical world (gallery) and on the Internet. And, he wanted the corporation established in California to attract potential investors and raise funds. He contracted an agreement with Xpert Consulting in January 2001 to:

- **Define opportunities on the art market:** industry structure, SWOT and Fishbone analysis, and critical risks;
- **Create the business model:** new concept, products and services, strategic model, and revenue streams;
- **Establish the marketing strategy:** positioning statement and marketing programs;
- **Enhance pro-format financial analysis and assumptions:** hiring schedule, income and cash-flow statement, and balance sheet;
- **Create the corporation:** corporation status, Certified Public Accountant, and business insurance;

As a result, ArtVoila! Inc. was created in June 2001, raised \$500,000 to design the e-commerce solution and start implementing the action plan. After two years of operations the company reached its breakeven and exceeded business expectations (+20% art sales online). Now, they have contacted Xpert Consulting to expand business in Asia with an office in Tokyo, and to enhance brand-name recognition in Europe.

See ArtVoila! website at: <http://www.artvoila.com>

Tourism Industry (North Africa) International Market Development

Kando Adventure wanted to enter the market of "**off-road motorized travels**" and contracted XPert CONSULTING to help them penetrate the market, develop the strategy, and execute the marketing plan. The study lead to the targeting of the European market as a first entry point, and more specifically France with a customer base of motorcycle, ATV and SSV users. A relationship was developed with a supplier of such equipment, who in turn was interested in the product exposure and publicity such activities would bring. As a result the first year of operation exceeded all expectations with an average reservations/bookings of 70% over the full season!!!!

This lead to a rapid expansion with additional products, and future offering of product extended to other EU countries such as Germany, Italy, and Spain.

See the co-branded website at:

http://www2.yamaha-motor.fr/actu/article.php3?id_article=578



Institution of Credit (EU) CRM Quality System Implementation

For one of the top 5 leader in financial industry XPert CONSULTING aligned business processes with customer's requirements and automated Customer Relationship Management (CRM) to allow them to perform direct marketing campaigns and customer support as required. Marketing management system was NOT effective. Output of current processes did not meet requirements critical to customers.

Xpert Consulting applied the DMAIC and PM methodologies to develop, implement, operate and refine the marketing process(es). The company wanted to bring all customers requests into a streamlined process to bring satisfactory and timely closure to any campaign and customer's request. We also assessed potential systems effectiveness of IT to implement key CRM solution.

Customers expect consistent professional services and support with every interaction through any channel from anywhere in the world. The quality of an organization's customer service is often a competitive differentiator and critical to success in the financial industry for retaining customers. We select Siebel CRM solution to build relationships and deliver consistent world class services while driving down the total cost of ownership through greater productivity and reduced costs. Xpert Consulting **successfully refined the marketing business model and integrate the CRM system** providing the company with the ability to poll customer's preferences for up-selling and cross-selling strategies, perform direct marketing campaigns, support customer request from inception to satisfaction, lead loyalty credit-card program, and develop co-branded and partnership alliances for rapid expansion on the financial market. As a result, they consolidated their market share position.

Aerospace Industry (US) Six Sigma Project Management

The Airline Group wanted to implement a new IT and planning tool to support home shop responsibility for component and airframe maintenance. The project included requirements from other Component and Finance organizations to effectively collect and manage labor data. One of the main goal was to break labor costs associated by type of visit, fleet, sub-fleet, shop, major assemblies and sub-assemblies. They contacted Xpert Consulting to outsource and lead the project of \$1.2 million.

The benefits of this project? Managed labor costs and other resources. Better scheduled tasks of maintenance. Met operation requirements. Improved component cycle times. Decreased inventory, and increased inventory/equipment control. But the benefits exceed our client's expectation: Implemented a modern labor data collection system based on easy-to-use technology. Demonstrated improvements in data collection and data integrity. Reduced manual input. Web-based technology for on-time delivery. Provided a consistent automated labor data collection process for maintenance repair activities. Utilized new technology for more flexibility and further IT development and interface. Expanded to incorporate capability of the system to other organizations. Brought functionality on demand to increase business capability.

To successfully achieve this long-term project we, at TGrimQuality, applied the concepts of project management method. So, we defined scope, collected the customer requirements in several places in US, gather the IT constraints, wrote the RFI/RFP, benchmark the industry leaders, reviewed and selected the vendor package **Outsourcing required minimal client enhancements and resources.** Any



project specific changes did not adversely impact our client ability to continue doing maintenance critical to business.

Food Industry (US) Process Sigma Measure

The company wanted to improve the effectiveness of the Quality Management System in order to reverse the current negative trends and **eliminate 55% of return products** in Order Fulfillment process to save half a million dollars. The output of the current Sales/Orders and Shipping/Delivery processes did not meet requirements critical to customers. This processes generates 1.01% of returned products. Meanwhile, customer Focus, criteria and methods to ensure effective operations, and customer related processes were not compliant with ISO 9001:2000 requirements.

So, the company contracts Xpert Consulting to refine the Order Fulfillment Management process, which has become more effective bringing total customer satisfaction. The objective to reduce 55% of the return products (units) per million of opportunities (sales) was reached.

About data intelligence! Metrics and quality objectives derived from customer expectations have been implemented to operate all sales, order, and shipping/delivery processes and sub-processes. Customer sales, orders and deliveries have been brought into a streamlined process for total satisfaction. Systematic customer satisfaction validations have been implemented at each delivery of support activity.

So, All activities have be geared towards supporting the frontline employees interfacing with the customers, and achieving customer satisfaction. Today's customers expect consistent professional service and support with every interaction - through any channel, from anywhere in America. The quality of an organization's customer service is often a competitive differentiator and critical to success in the food industry for retaining customers. The Order Fulfillment solution as proposed by Xpert Consulting has allowed STRADIVARIUS to build relationships and deliver consistent **World Class Services** while driving down the total cost of ownership through greater productivity and reduced costs.

Semiconductor Industry (US) CRM Quality System Improvement

The semiconductor client wanted to improve the effectiveness of the Quality Management System in order to reverse the current negative customer perception and eliminate recurring operational and total quality problems. Xpert Consulting consulting services was contracted to help them implement a Customer Quality management system. The output of the processes did not meet requirements critical to customers. By this time, 26% of company customers would not recommend while 37% were unsure.

Customers expect consistent professional service and support with every interaction through any channel, from anywhere in the world. The quality of an organization's customer service is often a competitive differentiator and critical to success in any industry for retaining customers. So, we **realigned customer business process with customer's requirements to support the front-line employees**



interfacing with customers, and we included clear quality objectives and performance criteria as well as complied with ISO 9001:2000 requirements.

The goal was achieved. As of today, all customer requests fall into a streamlined “Customer Relationship Management” system to bring satisfactory and timely closure to any customer demand for information, product quotation, order management inquiry, or technical support request. The business work flow enables the company to build relationships and deliver consistent quality services while driving down the total cost of ownership through greater productivity and reduced costs.