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Abstract

Crisis: Productivity and permanent return to Customers' Values -Romanian Company Study Case-

The constant changing of the needs of clients in crisis requires a further redesign of the capabilities of the organizations and of the productive and non-productive processes of goods and services.

However we could see an organization during the crisis, meet customers at cost, at reaction times and at an acceptable level of quality is a primary condition of the productivity.

Understanding the new needs of key stakeholders, the changes in customer behaviour, the systematic process redesign, re-rating the performance indicators in processes - primarily to meet customer needs, design of new indicators, restore the levels of tolerance in processes, approach of the new types of wastes, discover the new activities with and without value, keep the Lead Time in reasonable conditions, design the action plans for continuous improvements, identify the new business opportunities, design new profitable products are some essential dimensions of the current period.

Connectivity and continuous feedback between the acceptable approach of the change of clients needs and the early action in process redesign is the key for the surviving of the public and private organizations.

Keywords: Lean, TPM - Client satisfaction, Voice of Customers, Value Stream Mapping - VSM, Kaizen, Key Performance Indicators (KPI) for VSM and process, Value Analysis, New Product Development, Target Costing, Kaizen Costing, Value Stream Costing, etc.

Alin A. Postecă, Ph.D., MBA
Managing Partner, Exegens Management Consultants SRL
Bucharest, Romania