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DHI Touchstone Newsletter

1st August 2008



The case of the missing sales enquiries

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If you have not visited our web site for some time you will find that it has been significantly updated and this is a continuing process. Please visit frequently. Also, if there is something that you would like to find but cannot please let us know and we will do our best to deal with it.

DHI International Quality College

Ask for details of our extensive range of performance improvement courses including :
Hoshin Kanri
Six Sigma to Master Black Belt
Lean
Manufacturing
Benchmarking
Statistical
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Quality Circles

This problem was identified by a Quality Circle in the Central Sales Department in a large multi site operation but it might have happened to any organisation regardless of size or industry sector.

An initial study revealed the stunning fact that of the average of 1600 incoming calls per day, 10% could not be placed with certainty, and 1% could not be identified at all.

With both mail (13000 letters a month), telexes and emails 28% were simply addressed to the Company without reference to a specific person or Department. In these cases, the mail department or message receiver sent it on to whoever they thought might be the best person but invariably this was not correct. As a consequence some of it disappeared without a trace and the rest may have changed hands several times before reaching the correct person.

A proportion of the incoming calls/mail was related to product related problems and much of the remainder to new enquiries.

In the former case, this led to considerable customer frustration and impacted severely on the reputation of the company. In the latter case, the consequence was lost business.

A further negative effect was the extra time that had to be spent in locating the correct addressee.

ing the correct addressee.

The Circle found the causes of each of these problems and presented solutions which were immediately implemented with impressive results. The ideas they came up with were many and varied. There are too many to mention in this short article so we have posted a full report in the 'Knowledge Data Base' section of our website. This section also includes many past copies of our Touchstone Newsletter: http://www.hutchins.co.uk/To_Arch.aspx dating back to the early 1990s. Some of these include detailed articles on tools and techniques and other matters of interest.

Free consultation. For the cost of travel and accommodation if required, David Hutchins offers a free part day consultation to advise on the development of your Company Wide Improvement programme.

Deming said that survival is not compulsory. We can help you ensure that it is not even an issue!



Order your copy of David Hutchins new book 'Hoshin Kanri—The strategic approach to continuous improvement' now, due to be published in September 2008. For more information please click on the following link:

http://www.indiancamp.co.uk/dhiimages/hoshin%20kanri_web%20book.pdf

Quiz

There will be 10 questions, one for each of the next consecutive publications with a copy of David Hutchins book Just in Time 2nd edition for the first all correct entry. Answers by email please question number 2 — What is Takt time?

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