

Applying Sort (Seiri)



KEY LEARNINGS: APPLYING SORT (SEIRI)

Organizing and Decluttering Service Processes:

- **Objective:** Streamline workflows and eliminate inefficiencies to deliver a seamless and impactful service experience.
- **Goal:** Refine every step, touchpoint, and process to create smooth, efficient, and memorable customer experiences.

Steps to Simplify Service Processes:

1. Remove Unnecessary Items:

- Identify redundancies and bottlenecks in workflows.
- Focus on steps that add value to the customer experience.

2. Anticipate Needs:

- Predict and resolve inefficiencies before they disrupt service delivery.

The Red Tag Technique:

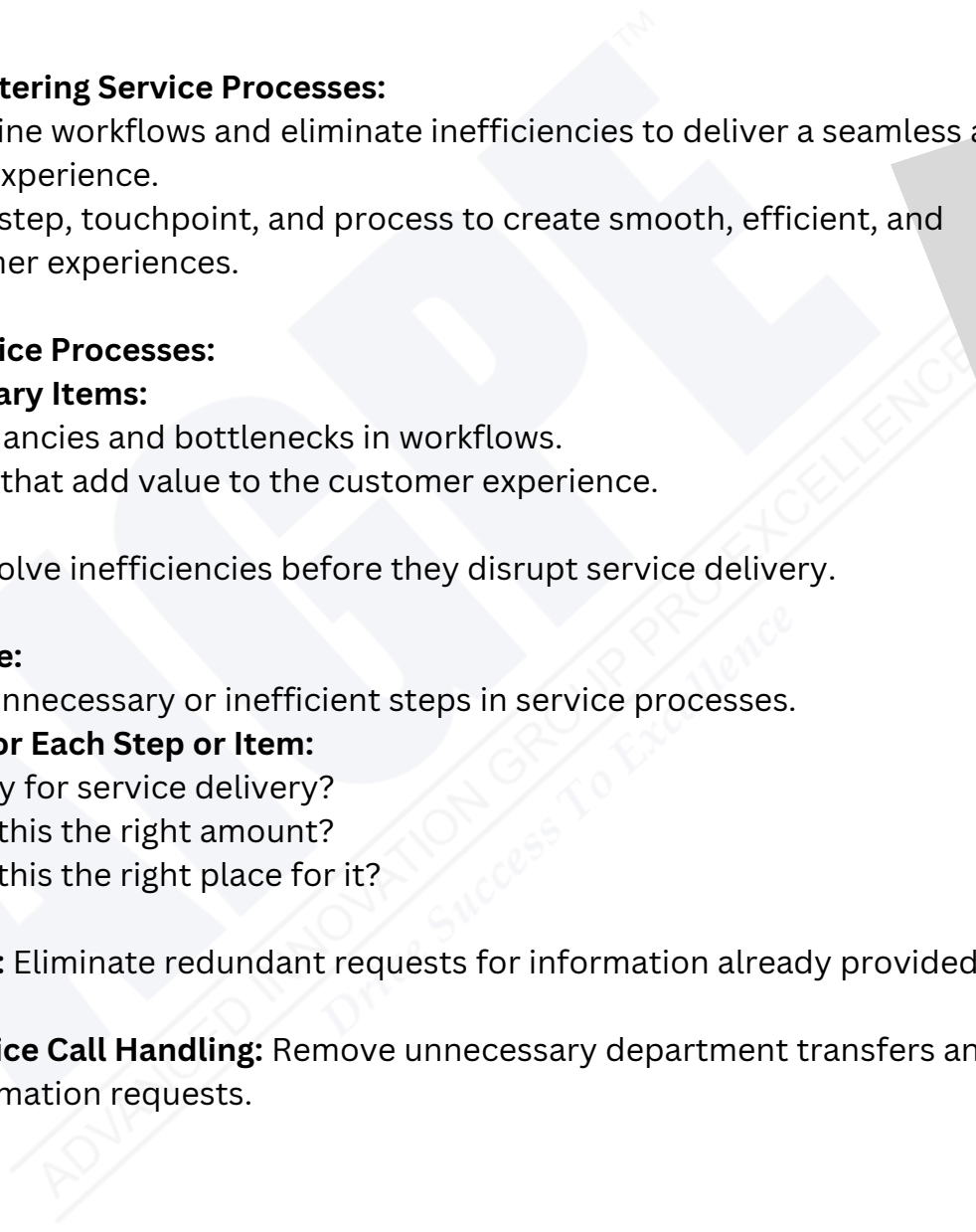
1. Purpose: Identify unnecessary or inefficient steps in service processes.

2. Questions to Ask for Each Step or Item:

- Is this necessary for service delivery?
- If necessary, is this the right amount?
- If necessary, is this the right place for it?

3. Examples:

- **Hotel Check-In:** Eliminate redundant requests for information already provided during booking.
- **Customer Service Call Handling:** Remove unnecessary department transfers and repetitive information requests.



Applying Sort (Seiri)



KEY LEARNINGS: APPLYING SORT (SEIRI)

Practical Sorting Tips for Service Jobs:

1. Map the Process:

- Outline every step in a specific service process (e.g., customer complaints, invoice processing).
- Use the Red Tag technique to analyze and refine each step.

2. Communicate the Benefits:

- Address resistance to change by explaining how sorting improves efficiency, benefits employees, and enhances the customer experience.

Measuring the Impact of Sorting:

- **Time Saved:** Measure how much time is reduced by eliminating redundant steps.
- **Customer Satisfaction:** Track improvements in feedback and satisfaction scores.
- **Employee Efficiency:** Monitor how much easier workflows become for team members.

Key Takeaways:

- Sorting isn't just about decluttering; it's about refining processes to eliminate waste and deliver value.
- The Red Tag technique helps pinpoint inefficiencies and create lean, efficient workflows.
- Clear communication is essential for overcoming resistance and building a culture of continuous improvement.

AIGPE™
ADVANCED INNOVATION GROUP PRO EXCELLENCE
Drive Simplicity To Excellence