

# Standardization in Service Operations (Seiketsu)



## KEY LEARNINGS: STANDARDIZATION IN SERVICE OPERATIONS (SEIKETSU)

### Understanding the Standardize (Seiketsu) Principle:

- Definition: Standardize ensures that the best practices identified through Sort, Set in Order, and Shine are consistently applied across the organization.
- Goal: Create a consistent, high-quality experience for customers and streamline internal processes for efficiency.

### Benefits of Standardization in Service Operations:

#### 1. Consistency:

- Ensures customers receive the same quality of service, regardless of who is working or the circumstances.
- Example: Starbucks delivers the same service and coffee quality worldwide through standardized processes.

#### 2. Reduced Errors:

- Minimizes variability and mistakes in service delivery by providing clear guidelines.

#### 3. Efficient Onboarding:

- Simplifies training for new employees by providing clear, standardized procedures.

#### 4. Scalability:

- Makes it easier to expand operations while maintaining quality and efficiency.

#### 5. Focus on Personalization:

- Frees up mental energy and resources to tailor service where it matters most, without compromising consistency in foundational tasks.

# Standardization in Service Operations (Seiketsu)



## KEY LEARNINGS: STANDARDIZATION IN SERVICE OPERATIONS (SEIKETSU)

### Examples of Standardization in Action:

#### 1. Hotel Operations:

- Standardizing check-in procedures, room cleaning, and handling common guest requests ensures every guest enjoys a consistent experience.

#### 2. Customer Service:

- Using a Standard Operating Procedure (SOP) for handling complaints:
  - Listen to the concern.
  - Apologize for the inconvenience.
  - Understand and confirm the issue.
  - Propose a solution.
  - Follow up to ensure satisfaction.

### Key Tools for Standardization:

#### 1. Standard Operating Procedures (SOPs):

- Provide step-by-step instructions for recurring tasks to ensure uniform execution.

#### 2. Checklists:

- Act as reminders to complete all necessary steps in a process, reducing the chance of errors.

#### 3. Templates:

- Pre-designed formats for common tasks, such as email responses or reporting forms.

### Impact of Standardization:

- Creates a foundation for high-quality service delivery while allowing for customization where needed.
- Enables smoother operations during busy periods or staff changes.
- Builds confidence among team members by clarifying expectations and reducing uncertainty.

# Standardization in Service Operations (Seiketsu)



## KEY LEARNINGS: STANDARDIZATION IN SERVICE OPERATIONS (SEIKETSU)

### Key Takeaway:

- Standardization is not about eliminating creativity or flexibility; it's about establishing reliable processes that form the backbone of excellent service delivery. These processes ensure efficiency, reduce errors, and provide a consistent experience for both customers and employees.