

Customer Focus



KEY LEARNINGS: CUSTOMER FOCUS

1. The Core Principle of Six Sigma: Customer Focus

- Every Six Sigma improvement effort ultimately serves one primary goal—delivering value to the customer.
- Businesses that prioritize internal processes over customer needs risk failure, no matter how optimized they are.

2. The Roller Coaster Analogy: A Lesson in Customer Experience

- Scenario: A world-class amusement park optimizes everything—technology, engineering, and ticketing.
- The Problem: Despite this, customers get stuck on a ride, ruining their experience.
- The Lesson: No matter how efficient internal processes are, if they fail the customer experience, they fail completely.
- Key Takeaway: Businesses must design processes around customer needs, not just operational efficiency.

3. Customer Focus: More Than Just Fixing Problems

- Not just about efficiency—it's about understanding what truly matters to the customer.
- Businesses must shift from a company-centric approach to a customer-driven mindset.
- Companies that consistently deliver value and positive experiences build long-term customer loyalty.

4. Why Customer Focus is Transformative in Six Sigma

- Reduces Defects That Impact Customers: Ensures that quality issues are resolved before they reach the customer.
- Improves Customer Satisfaction: Happy customers become repeat buyers and brand advocates.
- Drives Competitive Advantage: Companies that prioritize customer needs outperform those that focus only on internal processes.

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5. The Key Question for Every Business:

- Instead of asking, "How do we improve efficiency?"
- The better question is: "How do we create an experience that delights our customers?"

6. Final Thought: The Shift in Perspective

- Businesses don't exist because of their products—they exist because of their customers.
- Customer Focus is the foundation of Six Sigma, ensuring that improvements aren't just efficient—they're meaningful.

