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Strategic Lean Service: A Case Study of How a Global It Service Delivery Organization Used Lean to Drive Organizational Transformation and Achieve Customer Satisfaction (Paperback)

By Robert Oh

Robert Oh and Sunit Prakash, United States, 2012. Paperback. Condition: New. Language: English. Brand new Book. Strategic Lean Service is a highly readable case study of the groundbreaking use of Lean - conceived and shaped in the manufacturing sector - to transform a global IT service delivery organization. It surveys the course traveled by Baan Customer Service & Support (CS&S) in the early years of the new millennium, at a point when it faced a number of serious problems. Led by Senior Vice-President Ardin Vlot, Baan CS&S analyzed its position with stark honesty and embarked on a campaign of deep, across-the-board transformation in order to establish unprecedented new levels of customer satisfaction. In doing so it also transformed employee engagement levels and work satisfaction, forged improved relationships with its suppliers, and provided a powerful, lifechanging experience for its leaders. Lean was the platform used to drive this transformation. Robert Oh, Vice-President of Baan CS&S Asia-Pacific-Japan (APJ), led CS&S's global strategic improvement project Operation Breeze utilizing Lean. Sunit Prakash, Director of Operations Baan CS&S APJ, was responsible for implementing the benefits of Lean in the APJ region. Together they guide us through the journey CS&S undertook between 2000 and 2003, uncovering...



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