



The Lean Enterprise Memory Jogger for Service: Where Supply Meets Demand... Exactly!

Richard L. Macinnes

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This brand new version of our original Lean Enterprise Memory Jogger applies lean concepts to both services and transactional organizations.

Answer this, would your customers, without question recommend your service to friends or associates? The Lean Enterprise Memory Jogger for Service holds the key to helping you achieve superior service levels, efficiently and effectively; while retaining desirable customers and attracting new ones. Industry has learned that traditional lean manufacturing approaches when applied to the service environment can have disastrous results. Service is not manufacturing! But service delivery does require associated resources of people, technology, methods, facilities, equipment, and so on, to be designed to meet the seemingly unpredictable demands of customers.

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