



The customer – a system perspective

Sidsel W. Storaas

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A woman with short dark hair, wearing a bright red blazer over a white top, is looking out of a large window. She has a slight smile and her right hand is raised in a gesturing motion. A green plant is visible on the left side of the frame. The background shows a modern building with glass panels.

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Culture and structure for
people and teams to excel

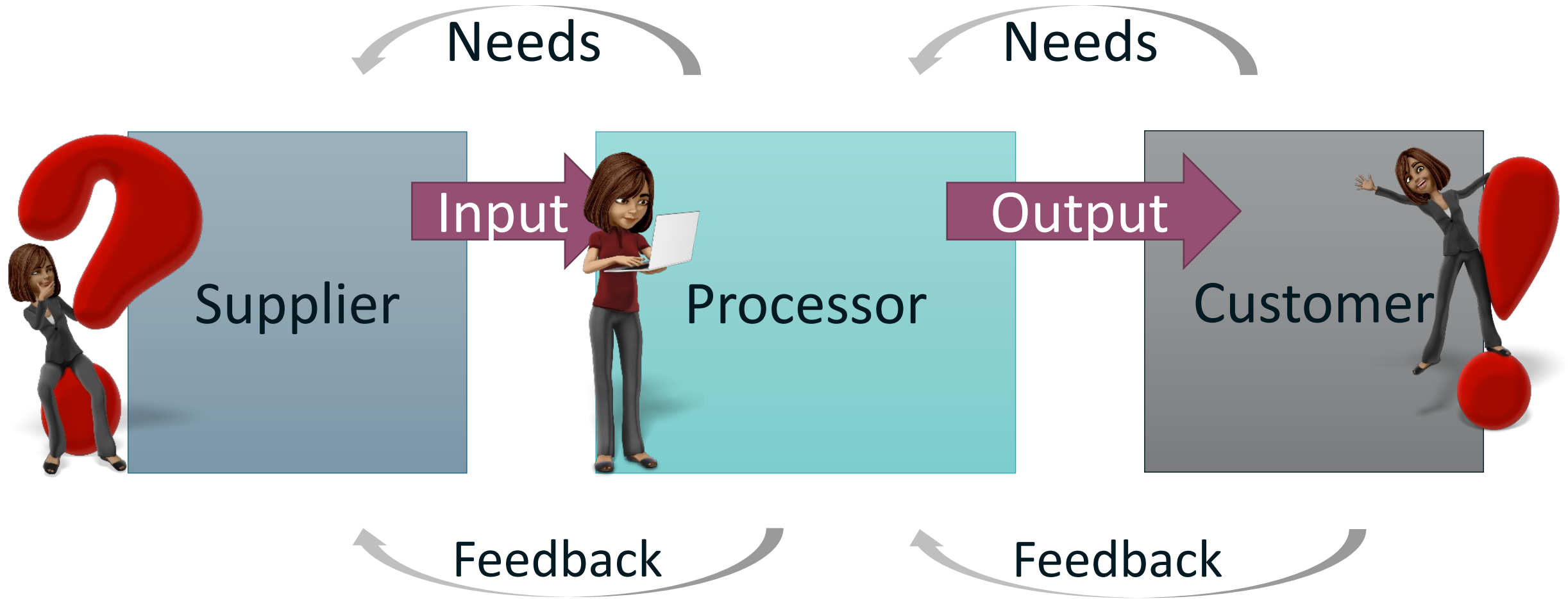
“That quality lady”

A hand is holding a light-colored wooden block. The block has text engraved on it. The background is a soft-focus grey oval.

**A SATISFIED
CUSTOMER**
IS THE BEST
BUSINESS
STRATEGY
OF ALL

A MUTUALLY
BENEFICIAL
RELATIONSHIP
BETWEEN SUPPLIER
AND CUSTOMER IS
BEST FOR EVERYONE

Systems thinking and process approach



The Triple Role

A customer of your suppliers

Quality in delivery

Good communication

A processor that works

Simple and clear

Tidy

Transparent

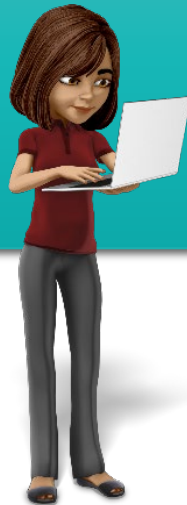
Predictable

A supplier to your customers

Precision in the order!

Understandable expectations

Clarity in requirements!

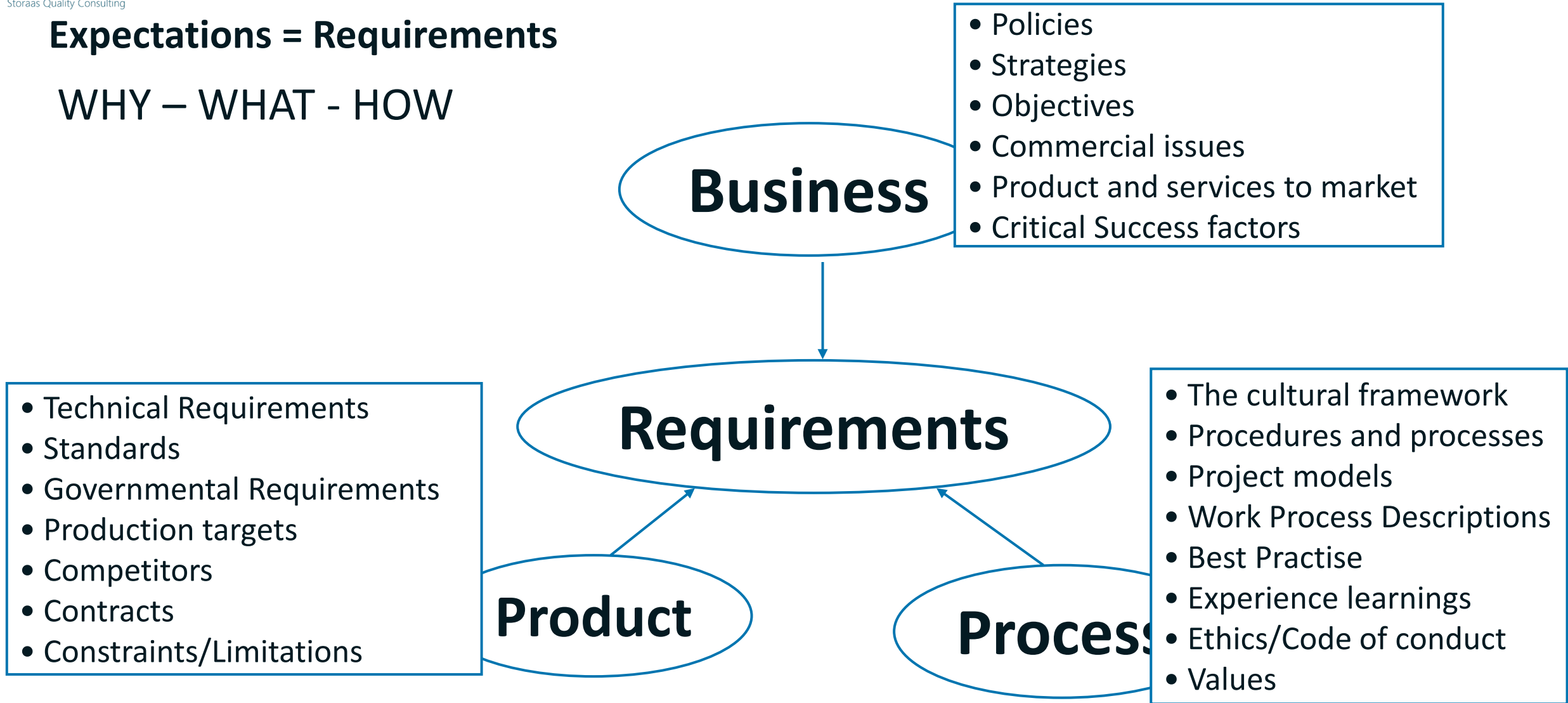


QUALITY

$$\text{Quality} = \frac{\text{Delivery}}{\text{Expectation}} \geq 1,01$$

Expectations = Requirements

WHY – WHAT - HOW



Delivering excellence – what does it take?

How do we create value?

$$\text{Value} \propto \frac{\text{Needs}}{\text{Resources}}$$

Operational excellence



Operational excellence enables leaders in a company to say and prove that they are handling their business safely, reliably, sustainably and cost-effectively.

Customers! What do they expect?

FORRESTER®

2020 Predictions

(pre Covid)

More than 55% of consumers will consider the company's values when making a decision to buy.

They are provoked by companies that make surface-level commitments (read: Greenwashing)

Customers pay close attention to authenticity!

FORRESTER®

2022 Predictions

25% of European companies will have a Chief Sustainability Officer in place

But only 36% of our customers believe in or trust our sustainability promises.

Greenwashers are exposed!

FORRESTER®

2023 Predictions

Trust will be in the driver's seat in 2023. Customers are tired of information going astray – and more and more, customers and employees are getting tired of greenwashing, wrong information and monitoring. A laser focus on the organization's purpose, values, strengths and weaknesses is not only critical – it is the defining success factor in 2023

The number of European "active green" consumers will increase by 50%.

Customers – what else?



A customer is not just a person who buys your product or service

Change your priorities



Profit



Team



Customers



Stakeholders



Employees



VMCL

Vision
Mission
Capacity
Learning

Ønsker du mer faglig påfyll?
Sjekk ut kurs på:



Ønsker du konsulent-
bistand eller rådgivning?
Ta kontakt med:



Likte du foredraget mitt?
Legg gjerne igjen en vurdering på:



Trenger dere hjelp til å konfigurere deres system?

Jeg hjelper dere gjerne.

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"Du har en unik og moderne tilnærming til forbedring av kvalitet som unngår klisjeene de tradisjonelle kvalitetsfagfolkene bruker – forfriskende og godt gjort!" Gregory H. Watson