

# The measure stage -- general electric

Business



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The Measure Stage (General Electric) al affiliation The Measure Stage

(General Electric) a) Process definition Theprimary focus of General Electric is customer satisfaction. The company hopes to achieve this through key elements of process, customer and employee.

General Electric

Six sigma process definition for customer satisfaction

b) Metric definition

The General Electric metric definition is hinged on customer satisfaction. For this reason, customer satisfaction becomes the primary focus for this section. As already mentioned in the previous process definition section, the General Electric Company hopes to achieve customer satisfaction through three key elements. They include process, customer and employees. These elements, therefore, form the secondary focus for this section. The table that follows illustrates the manner in which data will be measured.

Key areas of concern

Measurement

Primary focus

Customer satisfaction

The level of satisfaction will be measured from the company's standard monthly surveys.

It will also be measured from the number of return clients on a quarterly basis.

Customer satisfaction will also be measured by customer feedbacks.

Secondary focus

Process

This will be measured by the number of stages involved in the customers'

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transaction lifecycle.

#### Customer

This will be measured by the number of correct transactions against transactions marred with complaints.

It will also be measured by the customer feedbacks.

#### Employees

This will be measured by the number of incentives given to employees by the company.

Number of training conferences provided by the company will also play a part in this measurement.

It will also be measured by years of employee experience in the company.

#### c) Process baseline estimation

According to the General Electric (2012), there are two major areas that define customer satisfaction within the company. These are correct transactions and customer complaints. The number of correct transactions can be automatically withdrawn from the company's system whereas the number of customer complaints can be obtained from customer feedbacks and recorded complaints during sale or after sale of company goods and services.

Customer satisfaction against incorrect transactions for General Electric (One company outlet) in 2012

For the ten months from February to November, the number of customer complaints was identifiably more than the number of incorrect transactions for each month. For this reason, the team should focus on improving issues that arise during customer complaints. This is because this section recorded the highest values every month when measured against the number of

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incorrect transactions.

#### d) Measurement systems analysis

General Electric Company's inability to assure its customers of utter satisfaction comes as a result of the high number of customer complaints. This is evident from the graph in the process baseline estimation section above. This is an indication that stringent measures ought to be taken in order to curb customer complaints within the company.

The mission of this project, as indicated in the define stage of this project, is the improvement of General Electric company's six sigma with the aim of ensuring utter customer satisfaction. For this reason, the data collected in the process baseline estimation section above supports the purpose of the project. The data, therefore, shows that there certainly is room for performing better as far as ensuring utter customer satisfaction is concerned.

#### Reference

General Electric, (2012). The Road Map to Customer Impact on Six-Sigma. Retrieved on 1st July 2014, from <http://www.ge.com/sixsigma/SixSigma.pdf>