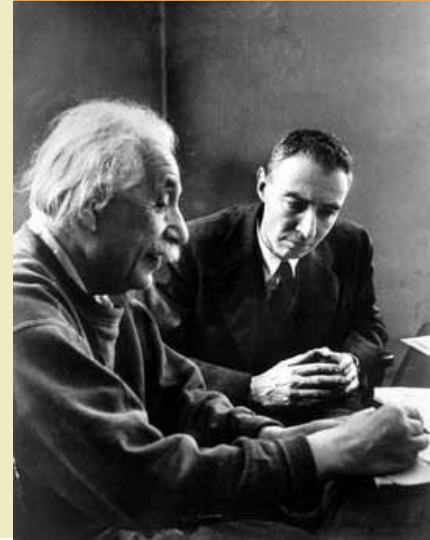


Reduction of TAT for VSAT Activation & Surrender Processes

Light House Case study



Industry Type >>>

Stock Exchange — Information Technology

The Client >>>

C_SE_NS

Improvement Tool >>>

Lean Six Sigma



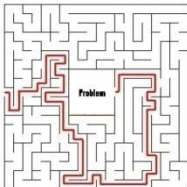
Scenario >>>

C_SE_NS aims at becoming one of the World class exchange with highest reliability in all its processes. One of the strategic themes chosen by the exchange is customer focus in which C_SE_NS aims to improve all customer touch point processes by making them faster, convenient and reliable. All the trading members are enabled for trading only via VSAT connection. Delay in activation of VSAT connection increases customer dissatisfaction for they cannot start their trading activity without VSAT being installed. This results in potential business loss. Delay in surrender also encourages customer dissatisfaction during refund of VSAT deposit as the member has to bear VSAT annual charges till the surrender of VSAT.

Business Challenge >>>

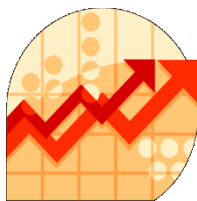
The turnaround time for VSAT activation/ surrender process was 25 / 20 days respectively. Moreover, the competitor analysis showed that VSAT activation / surrender process takes on an average 15 days. If the turnaround time was reduced to 10 days, the potential business loss that could be saved per member was calculated in crores. Hence, it was important to review the existing process and reduce the cycle time so as to avoid customer dissatisfaction and potential business loss to the organization. It would also result in providing competitive advantage.





The Solution >>>

The completeness of the application from the customer was inadequate and was taking long time to get clarification which has been eliminated by clearly providing a checklist at the outset. Electronic screening and acceptance of application, single point screening without application moving sequentially across various departments, parallel processing of various stages of membership appointment and establishing service standards are the process improvements implemented. More than the process, the customer concerned culture building has brought significant improvements.



Benefits >>>

The new process has cut down many non-value added activities and parallel processing with TAT for all stages has brought down the Lean time for VSAT activation/ surrender to 10 days average from 25 days.

The intangible benefits include customer good will and loyalty and a robust process which has improved the reliability.

For further information, please contact >>>

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