

ONE-PAGE INFORMATION - KAIZEN No.42

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Kaizen-Minded service

One of the most important corporate cultures in Kaizen is CS or Customer's Satisfaction.
What do you think about the following experiences?

Reading Material #45

Stories about TGV and American Airline

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Story 1 From "La Quality de Service" by Jacques HOROVITS in LES ECOS(Nov. 13, 1986)

One day a gentleman is enjoying a fast-moving train trip from Paris to Lyon. He goes to a buffet car to taste a "famous" drink and finds there on the table many left-over of bread by other guests.

With some hesitation, this warm-hearted gentleman asks a young waitress if she can wipe off the table for him. As soon as he finishes his request, a great "explosion" occurred in the compartment. She shouts "What an insult it is in this century! We do not live in the Dark Age anymore! You, gentleman, I am not a maid; I am working here to serve you something to drink and eat, not clean the table! About cleaning, we have another group of people doing it ; they come on a regular interval!!!"

Story 2

On my way home from Dallas, Texas ,USA, I was served drinks and meals by a well trained flight attendant, Ms. Donna J, HARRIS on board with American Airlines.

I was very much impressed by her way of treating passengers, always smiling, attentive and friendly. When she took orders, she stooped down to see a passenger at her eye level.

She told me that she was simply imitating what her Japanese counterparts were doing at JAL and ANA to make her passengers comfortable.

