



BMGI[®]

Customer Summit

India '09

8th & 9th Jan 2009

Hyderabad

ideas
innovation
improvement
initiative
inspiration
implementation

BMGI Customer Summit '09 Bulletin

The BMGI Customer Summit has always been a unique event where seasoned professionals and thought leaders come together to share their best practices and ideas for innovative approaches to Performance and Business Excellence.

The 2009 edition of the India Customer Summit, the third since 05-06, was held at the Taj Deccan in Hyderabad on the 8th & 9th of January 2009.

The Summit was a glittering success with participation across diverse industries with senior management representatives actively engaging, questioning and networking during the sessions and on the sidelines. This was a good opportunity for organizations to share their best practices in the current difficult and challenging times.

The Summit Agenda had sessions representing both manufacturing and service organizations. The success stories reflected the application of methodologies including Lean, Six Sigma, Innovation and Enterprise Process Management. The size of the participating organizations also varied from medium – sized enterprises to large organizations such as ITC, Apollo Tyres, Kingfisher Airlines, Bharti Airtel, Microsoft, Marico, Johnson & Johnson, Franklin Templeton, Cognizant, Dell, Tata Projects to name a few. These organizations were represented by their MDs, VPs, GMs, Business Heads and Deployment Champions.



Summit Snapshots

It is said that 'Well Begun is Half Done'. This was how we kick-started the Summit on Day One. **Mr Rajendra Shah, MD and Co-Founder, Harsha Engineers** shared what he does differently to ensure results from performance excellence deployment. This was very evident from the direct financial benefits of around Rs 4 crores accumulated within just five months. Mr Shah gave insights on the role of the senior management to make such initiatives a success and drive cultural change within the organization.

Mr Sanjeev Sadavarti, Corporate Quality Head, Apollo Tyres, India's biggest tyre manufacturer, shared what was done to create the foundation before deploying Six Sigma in the USD 1 billion manufacturing giant across multiple locations.

Sanjeev showcased an audio-visual of their JMD, Mr Neeraj Kanwar, highlighting the commitment of senior management towards the Six Sigma deployment.

Mr Abhaya Shankar, MD, Hyderabad Industries gave the audience a glimpse of how the learnings from Lean were utilized in project management which enabled them to commission the plant three months ahead of schedule besides avoiding the cost of INR 7.5 mn to be incurred towards procurement of equipment & machinery and providing benefits of space optimization. He believes in the philosophy of – 'Moving from Complexity to Simplicity'.



Mr Abhaya Shankar, MD, Hyderabad Industries



Some of the Summit participants

Participant Feedback

"New topics provided new perspectives."

"Ease of understanding, real life examples, honesty."

"Real-life organizational experiences were shared."

"Content of managing innovation teams was elaborate and nice."



Summit Snapshots

Mr Sunil Bhambhani, DGM, Ador Powertron, excited the audience by way of showcasing what Lean methodology had done to them within a short span of 10 weeks. The successful completion of the initial set of 4 projects is expected to yield an annualized savings of approximately INR 16 cr besides the benefit of not incurring additional capex. Mr Bhambhani emphasized the importance of teamwork and bottom-up involvement along with senior management commitment.

Mr Lalit Vij, MD, Principal Global Services (PGS), talked about how the excellence journey is being deployed to move up the value chain at the captive back office setup in the financial services domain. The Lean Six Sigma deployment at PGS demonstrates how a data-driven approach differentiates them from competition and improves customer satisfaction.

The stock-broking community in India has been typically promoter-owned. To give a perspective of how excellence is being pursued in such an entrepreneurial environment, we had **Mr Anuragi Raman, Senior VP – Business Process Excellence**, talk about his experiences, success and challenges at **Motilal Oswal Financial Services**.



Mr Gaurav Rathore, GM – Quality & Guest Commitment, Kingfisher Airlines



Mr Lalit Vij, MD, Principal Global Services

Excellence in the service industry is exemplified by **Kingfisher Airlines** and the process architecture behind this service excellence is what **Mr Gaurav Rathore, GM - Quality and Guest Commitment**, talked about in the next session. The airline's three year journey in defining, improving and benchmarking it's frontline and support processes struck a chord with the participants.



Summit Snapshots

Day two was themed around Innovation and the day started with one of India's biggest companies, **ITC**, sharing its story in nurturing and sustaining the i2i – Innovation to Implementation journey. **Mr Sanjiv Rangrass, VP**, touched upon the steps right from project identification, implementation to the reward & recognition program. He also elaborated on what is being done to move to the final step of i3i – Innovation to Implementation to Imitation and for spreading the innovation culture across the company.



Mr Sanjiv Rangrass, VP, ITC

Social entrepreneur, **Mr Ravi Ghate, the Founder of SMS One** demonstrated how the myth – 'Innovation is restricted only to products, requires huge capital investments and has a long lead time' can be broken. He uses a simple tool of communication such as SMS for the welfare of the society by building a network of individuals living in villages, thereby providing employment opportunities to school dropouts and improving their livelihood.

The Summit concluded with the Innovation workshop and session led by **Dr Phil Samuel, the Chief Innovation Officer of BMGI**. The initial session focused on a powerful 'Adaption – Innovation theory', which relates to problem solving styles. Each participant was given a personal score on his / her personal problem solving style based on the proven KAI instrument. This was followed up with a session on Everyday Innovation to help professionals and organizations succeed in applying innovation to business models, processes, products and services.

Participating Organizations

Ador Fontech
 Ador Powertron
 Apollo Health Street
 Apollo Tyres
 Ballarpur Industries
 Bharti Airtel
 Cognizant
 Compass BPO
 Dell
 Franklin Templeton
 Harsha Engineers
 Hyderabad Industries
 ITC
 Jabil Circuit
 Jesons Industries
 John Deere India
 Johnson & Johnson
 Jones Lang LaSalle (India)
 Kingfisher Airlines
 Marico Industries
 Mumbai International Airport Ltd
 Microsoft India
 Motilal Oswal Financial Services
 Nicholas Piramal
 Principal Global Services
 Robert Bosch
 Sew Infrastructure
 Sharadha Terry Products
 Tata AMC
 Tata Projects
 Transport Corporation
 UBS
 VFS