
Roadmap for continuous quality improvement and sustainability: a case study in Egyptian service sector organisation

Riham Adel Hassan Sayed Ahmed

Productivity & Quality Institute,
Arab Academy for Science,
Technology and Maritime Transport (AASTMT),
P.O. Box 1029, Alexandria, Egypt
E-mail: rehamadel@gmail.com

Abstract: The introduction of Lean as a business improvement initiative has led to focusing on processes that create customer value; identifying and keeping track of critical value adding activities or processes. Nevertheless, understanding customers' needs and translating customers' value to employees' desire and target is the basis for this paper. A roadmap to implement and sustain improvement programs with application to simple streamlined processes in Egyptian service organisations is suggested. Since Lean thinking provides a way to eliminate waste, improvement results will be immediately reflected in productivity improvement, market share growth, customer retention, cycle-time reduction, errors' reduction, culture change, product/service development and cost reduction. This case study discusses the Egyptian service organisation approach to implement Lean concepts, explain the critical factors involved in implementation and the benefits that occurred.

Keywords: quality; productivity; continuous improvement; Lean thinking; customer value; waste; reduction; business processes; improvement; Egypt.