

## HELPSCO, LLC

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### Customer Value – The Reason We Are in Business

You may recall the business expression that ‘*value begins and ends with the customer*’. After spending much of my career working for larger corporations, I can attest that it’s true. I’ve had the privilege of working on and leading teams that deliver on that dictum. I’ve also witnessed companies that stagnate because they lost touch with their customers. As a result, resources tend to be mismanaged, costs and overhead add up unnecessarily, and processes become bloated with steps that do not add value to customers. *But these symptoms can be diagnosed, triaged and repaired at any stage, with little investment.*

Consistently delivering high value to customers is the mainstay of business. However, some businesses are more capable at this than others. Why? Because capable businesses are committed to delivering value in terms of customer needs and wants, then continuously working to configure their processes to deliver that value.

The simplest way to understand how customers define value is to *ask them*. This is known as collecting “voice of the customer” (VOC). Surveys, focus groups, customer service representatives, sales, marketing, and customer complaints are key sources to identify what customers value (and do not value). Use as many of these channels as your resources allow, since VOC is crucial to building your capability.

By listening to customers’ needs and wants, and learning how they use your products and

services, they are willingly providing you with insights into the value they desire. If your business consistently and reliably delivers that value to customers, you will earn satisfied customers. Satisfied customers are repeat customers, and often become your advocate, sending you more new customers. It’s cyclic and everyone wins.

### Key Takeaway:

Customers define value and determine whether they have received value from your product or service. Use continuous loops of VOC as a living blueprint to determine areas in which to align your business, reduce costs, and reinvest those savings into your business. Making strategic resource commitments to achieve this end will pay dividends, and everyone wins.

### About Helpscos, LLC

#### *Affordable Quality for Your Success*

HELPSCO, LLC is an insured business management consulting company based in Slingerlands, NY, owned by Jeff Collette (MBA and Lean Six Sigma Black Belt), who has 30 years of experience in business management, Lean Six Sigma speed and quality improvement, financial controllership, managerial finance, project management, regulatory compliance, reporting, analytics, problem solving, sales, and customer service.

HELPSCO helps businesses manage and control costs, improve quality using proven and objective quality management tools, and achieve returns on invested capital greater than your weighted average cost of capital.

**Please call HELPSCO at (518) 760-1254 or email [service@helpscos.com](mailto:service@helpscos.com) to get started.**