



What Is Six Sigma ?

Six Sigma is a meticulous methodology that make use of information management by facts and statistical analysis to define, measure and improve a company's operational performance, practices and systems. It identifies and prevents "defects" in manufacturing and service-related processes to anticipate, and achieve or exceed total customer satisfaction.

What is the Six Sigma Objective ?

The primary objective of the Six Sigma methodology is the implementation of a measurement-based strategy, which focuses on process and sub-processes improvement through the application of Six Sigma best practice such as DMAIC and DMADV. The Six Sigma DMAIC (Define, Measure, Analyze, Improve, Control) method is applied for improving existing processes and looking for incremental improvement. The Six Sigma DMADV (Define, Measure, Analyze, Design, Verify) is applied for developing new processes or products at Six Sigma quality levels. It can also be employed if a current process requires more than just incremental improvement.

According to the Six Sigma Academy, companies save approximately \$230,000 per project by applying Six Sigma concept. General Electric, for example, one of the most successful companies implementing Six Sigma, has estimated benefits on the order of \$10 billion during the first five years of implementation. GE first began Six Sigma in 1995 after Motorola and Allied Signal blazed the Six Sigma trail. Since them, companies around the world have discovered the far reaching benefits of Six Sigma.

Here's an article about applying Six Sigma methodology in marketing industry

CRM Marketing Model Six Sigma Best Practices

"Find/More - Win/More - Keep/More"

We know that everything in business is a process, which means a series of documented activities organized to achieve a specific business objective. e-Marketing campaigns, for example, is a business process. A best practice is a proven methodology to successfully achieve a business objective. Six Sigma, for example, is a best practice to turn your business process into a model of excellence.

In marketing, you should pick yourself up, dust yourself off, and refine your business process to implement tools that would enhance your strategy to impact the bottom line of your industry.



When to use or apply your marketing business model?

- When a product or process is not in existence at your company and one needs to be developed.
- When a process exists but has not been optimized to meet the level of customer satisfaction.
- When an existing product is not performing and does not meet customer's requirements.

How to describe your marketing business model?

- *Find More*: Define the market, identify profitable opportunities, and determine target segments.
- *Win More*: Build awareness, create the product, cover the market, and beat the competition.
- *Keep More*: Serve and support, capture full value, and expand the customer relationship.

Then, the "*Find/More - Win/More - Keep/More*" marketing model - one among others - is likely a framework, within which the business identifies points of leverage and focuses investments to increase ROI and profitability. So, acquisition cost trend, sources of growth, business unit growth versus market growth, sales and market value chain are areas where you should identify points of leverage.

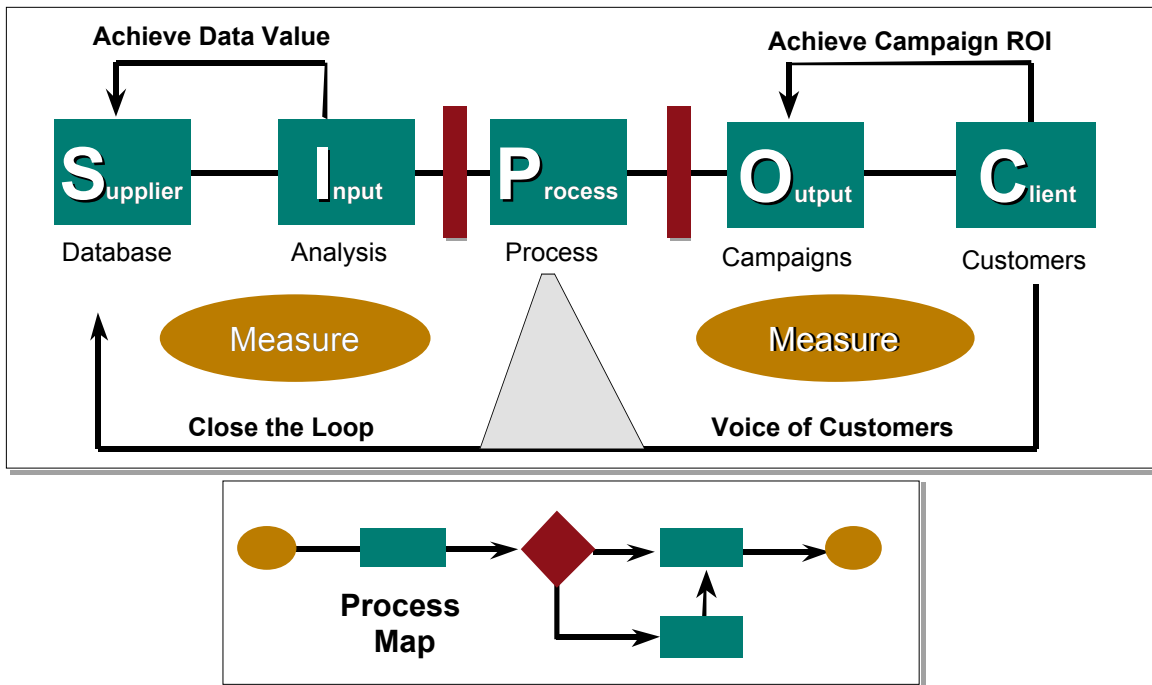
The determination of whether customer sharing is low or high can be simple or difficult, but in most cases, you must probe deeply to really understand the customer purchasing issue. Then, while "*Win/More*" optimizes the marketing campaign to capture the best opportunities discovered on the "*Find/More*" market, "*Keep/More*" implements an action plan to optimize customer relationship management.

Being a customer intimate company that provides innovative products and services to increase its revenues is a whole process (*). Although occasionally a project is scoped for incremental process(es) improvement, strategic marketing initiatives include more focus on what we call "productive solutions" like CRM or e-commerce tools that marry hardware and software equipment to fit specific market needs.

By Franck Ardourel

(*) CRM Marketing Model Six sigma Best Practice, by Franck Ardourel, Consultant Six Sigma.

Marketing Model Six Sigma Best Practice



*A business process is a serie of activities to achieve a specific business objective.
 A best practice is a proven methodology to effectively achieve a business objective.*

CALISO Consulting, LLC
1516 Oak Street, Ste 312 - Alameda - CA 94501 - Tel: 1-800-306-1366 Fax: 1-
510-217-6621 E-mail: tiout@caliso9000.com www.caliso9000.com



Measure your Six Sigma?

http://www.isixsigma.com/sixsigma/six_sigma_calculator.asp?m=basic

Consulting Services

After measuring your performance you can decide whether it should be profitable and of interest to your company to apply Six Sigma methodology. If SO, we can analyze the best way to accompany you in the application of the Six Sigma methodology to create processes of excellence.

Our consultants provide a full range of services such as upgrading quality systems, implementation consulting, internal audits, documentation generation, preassessments, and assistance for certification audits.

We specialize in consulting for implementation of Six Sigma Best Practices and certification to ISO 9000:2000 and to related standards such as TL 9000, ISO 13485, ISO/TS 16949, pharmaceutical GMPs, medical GMPs, Human Food GMPs, ISO 14000, OHSAS 18000, and HACCP.