

## Kaizen and Service

“Service is ... an essential aspect of the business applications of kaizen. Each employee in a kaizen culture is asked to look each day for ways to improve the process or product: lowering cost, increasing quality, and always—I repeat, always—in the service of the customer. Very often, successful corporations ... define themselves as primarily devoted to service. As Colleen Barrett, a former Southwest CEO, says, ‘We’re in the customer-service business; we happen to offer air transportation.’”



(Source—*One Small Step Can Change Your Life: The Kaizen Way*, Robert Maurer PhD)

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