

SEPT
2011

QuickServe®
SPAN...

Europe, CIS, Middle East &
Africa *eNewsletter*





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QuickServe® SPRINT... the path to Legendary Service

Welcome, Bienvenue, Vitejte, Boas-vindas, Καλωσόρισμα, ترحيب to this edition of the QuickServe EveryTime SPRINT eNewsletter. As Service Process Manager for the EME-A region I would like to share some of the highlights of our SPRINT programme with you:

- Why are we Sprinting?
- What is the QuickServe Service Process?
- Leading the SPRINT, your Champions
- Progress to date across the region
- A Success Story - Car & General, Kenya
- Meet the extended team: ProntaSprint
- Moving Forward - The Transition Phase

Why are we Sprinting?

As a reminder of why Cummins is investing in the development of its service channel and ultimately the profitability of its Service Business, let's remember the words of Pamela Carter, President Cummins DBU:

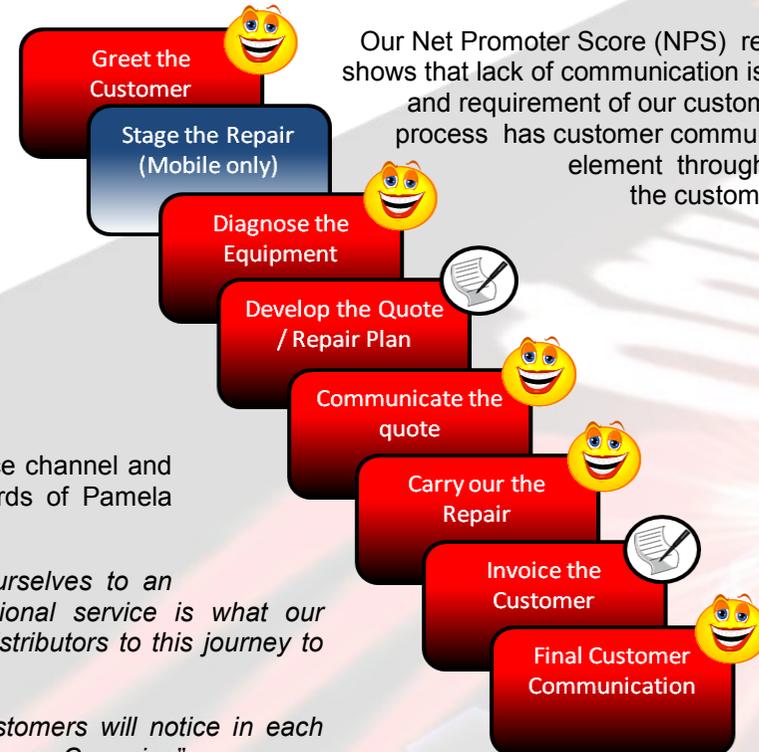
"The global marketplace is brutally competitive, and we must commit ourselves to an unparalleled service performance to thrive in this environment. Exceptional service is what our customers expect from us, and the QuickServe SPRINT will commit our distributors to this journey to legendary service world-wide.

"Our goals are to deliver an improvement in Service performance that customers will notice in each territory and be able to showcase our Service performance as a reason to choose Cummins"

Pamela and her management also set the challenge of having the SPRINT completed in 2011 . (Locations running the QuickServe process with qualified personnel)

What is the QuickServe Service Process?

The process consists of 7 steps for In-Shop and 8 Steps for Mobile repairs. These steps have been proven around the globe as the 'Best Practice' for managing service events. They provide consistency and profitability which enables the delivery of legendary service and satisfied customers!



Leading the SPRINT

Each Distributor has appointed a QuickServe Champion to drive the process implementation and service development. These Champions were trained in the skills related to QuickServe Process, Key Performance Indicators (KPI), Gap Analysis, Coaching and Leadership. The SPRINT world is fast paced though and we have had some line up changes through 2011 but the current QuickServe Champions are:

Distributor

- Europe, UK & Eire
- Europe, Western Europe
- Europe, Eastern Europe
- Cummins France
- Cummins SerboMonte
- ECV Portugal
- Ergotrak, Greece
- Grarly Diesel, Denmark
- Israel Engines & Trailers
- Machinery OY, Finland
- Cummins Middle East
- Egyptian Int Motors, Egypt
- GCC Saudi Arabia
- GTE Kuwait
- OES Pakistan
- BIA Overseas, DRC
- Car & General Kenya
- Cummins Africa
- Cummins S Africa
- Cummins West Africa
- Matforce, Senegal
- Dalmas, Tunisia
- Cummins France, Algeria

Champion

- Anthony Mitchell
- Mauro Tardelli
- Karol Walczak
- Jacques Fonteniaud
- Ivan Jovanovic
- Antonio Mamede
- Alexandros Matsoukis
- Peter Humphrys
- Uri Levinson
- Petri Flinkman
- Firas Alam, Sabu Abraham
- M El Kholly, Yehia Saad
- Kumar Narayanan
- Kumar Narayanan
- Faisal Majid, Nadir Ali Khan
- Luca Blasi
- Augustine Munguti
- Carlos Peixoto, Gavin Ellison
- Brian Zvikaramba
- Ravi Kadam
- Bassirou Mbacke Ndiaye
- Anis Bel Hadj
- Jacques Fonteniaud



Training Dubai

Training Mechelen



New to the team . . . get sprinting!!

The latest Champion to join the SPRINT is Ksenia Stabina. who takes over from Denis Toropov for OOO Cummins in the CIS. In Ksenia's case new means NEW as she just joined Cummins from the Raiffeisen Bank as Project Manager. Her responsibilities included new processes design and integration and so her skills and experience will be very valuable in driving the development and change required.

Progress to date across the Region

Each of the Champions manages and reports their implementation progress using a Tracker document. This details the key milestones, due dates and progress to plan:

QuickServe SPRINT... ME Status - QuickServe Process Implementation				
Distributor Name	Country	# Locations	% Planned for 2011	% Milestones Complete vs Planned Due
Eastern Europe	Czech Republic, Austria, Turkey, Hungary, Poland, Romania	3	100%	94%
CUMMINS France S. A.	Rams Chassieu, CMT Branch, Cumas Branch, Mecatlantic Branch, Rams Villeneuve, Territory Dealers	10	100%	100%
Cummins SerboMonte	Belgrade, Pijedor, Tuzla Bosnia and Herzegovina	3	100%	100%
ECV Portugal	Lisboa, Matosinhos	2	100%	100%
ERIGOTRAK	Mandra, Greece	1	100%	100%
Grarly Diesel AS	Lejre, Denmark	1	100%	100%
ISRAEL ENGINES & TRAILER CO. LTD	Holon, Israel	1	100%	75%
MACHINERY OY	Vantaa, Finland	1	100%	100%
OOO Cummins (Russia / CIS)	Khimki, Naberezhnye Chelny, Vladivostok, Astana	13	100%	100%

Middle East

CUMMINS MIDDLE EAST FZE	Sharjah, Abu Dhabi, Dubai, Bahrain, Qatar, Jordan, Oman, Iraq, Yemen	3	83%	100%
EGYPTIAN INTERNATIONAL MOTORS (EIM)	Cairo, Alex, Red Sea, Luxor Egypt	4	100%	100%
GCC OLAYAN	Al Khobar, Jeddah, Riyadh Saudi Arabia, Kuwait	6	100%	81%
Orient Energy Systems	Faisalabad, Islamabad, Karachi, Lahore, Multan	3	100%	100%

QuickServe SPRINT... Africa Status - QuickServe Process Implementation				
Distributor Name	Country	# Locations	% Planned for 2011	% Milestones Complete vs Planned Due
BIA Overseas	DRC - Lubumbashi, Kolwezi, Kinshassa	3	75%	Awaiting Start
Car & General Ltd	Nairobi, Mombasa, Kampala, C&G Dar, MACS Dar, Tamamoul Djibouti	5	100%	100%
Cummins Central Africa	Central Africa direct, Brazzaville, Pointe Noire, Libreville	4	50%	0%
Cummins Ghana Ltd	Accra, Tarkwa	2	100%	80%
Cummins S Africa	Botswana, Bloemfontein, Cape Town, Durban, Germiston, Port Elizabeth, Johannesburg, Zambia, Zimbabwe	9	100%	100%
Cummins West Africa	Lagos, Abija, Port Harcourt	3	67%	73%
Matforce	Senegal	1	100%	100%
Dalmas S.A.R.L	Tunisia	1	100%	100%
Cummins France SA	Energie Algeria, Algeria	1	100%	100%

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Power for better living



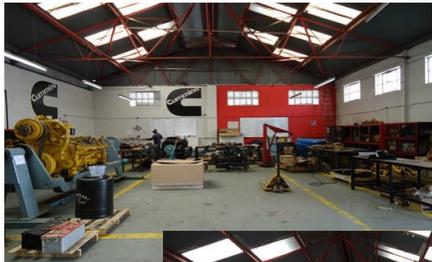
SPRINTing to Success Car & General, Kenya

Words by Augustine Munguti, Service Manager



We embarked on the SPRINT by informing all the service team members what the sprint was about and what the advantage would be to both the team members and the organization. This was done in the presence of the key principals which was important to portray the seriousness of the sprint exercise and contributed a lot in the service team buying into the sprint idea.

The Gap Analysis was our next challenge but identifying the 'quick wins' that could be fixed gave us a very positive start and immediate impact. Time lines were set for solutions to be implemented and agreed with the business management. This activity was done with the Service Team which clearly showed our short comings and opened the door for the team members to point out why they thought we were fairing as we were. More gaps were identified and possible solutions suggested.



Before and after Workshop pictures



Having the Key Performance Indicator (KPI) data gave the team members a perspective of what they were responsible for and how this would be measured. I also integrated the Gap requirements into the Service Team training engaging the team in discussing and resolving the perceived obstacles and issues. Since our measure of service work had always been based on revenue returns, the task was to show how Labor Utilisation, Total / Billed ratio, Productivity and the other KPI's could have a positive impact on the returns. Once understood, the team was more than ready to adopt the sprint! I plan to have follow up training which I believe will be ground for us to further analyze our new status and how we can improve our workings.

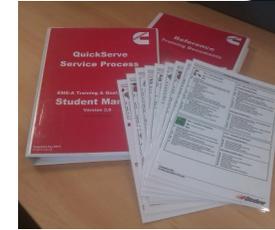
Customer importance was stressed a lot in the training - look at our service from customer perspective. Providing local examples helped this be more relevant and allow the trainees to see things from the customer perspective. I did not all go smoothly however and we had to take the decision to replace one of our Service Controllers that was not prepared to buy into the business change required. Initially we were monitoring our activities monthly but we now monitor the activities weekly and the CSA, Service Writer and Controller do daily monitoring!

Nairobi has shown a positive change in trend which will assist in selling the process to our other Branches. Mombasa is underway and the Branch Manager is more than willing to implement the process. So overall we see the SPRINT as a very positive initiative to drive our Service Business forward.



Pronta-S-Print!

A quick hello and thanks to our extended SPRINT team at Prontaprint in the UK. Ray and Pat Hemming and their team are the official source for the Cummins QuickServe training manuals and do a great job of combining quality printing with a fast turn around.



The Student manuals and laminated Process Cards are available in 15 languages, a ground breaking first for any Customer Support Excellence initiative. These are: English, French, German, Portuguese, Danish, Finnish, Spanish, Serbian, Russian, Hebrew, Arabic, Czech, Polish, Turkish and Greek. Thanks go to Jane Murray for her hard work on this.

Moving Forward: The Transition

As we move through the third quarter of 2011 congratulations are due to many of the Champions and their Service Operations for completing some or all of their implementations: Cummins South Africa, EIM Egypt, Car & General Kenya, Cummins Europe Italy, OES Karachi Pakistan, Dalmas Tunisia.



Whilst these locations may no longer be sprinting they certainly haven't stopped moving forward. They are now utilising the Key Performance Indicators (KPI's) to monitor and improve their service process efficiency and service business profitability.

A recommended 'Process Audit' methodology and data tool have been developed to enable the Champions to work with the stake holders to develop their service business and continue on the path to legendary service.

There will be a LIVE SPRINT Champion FORUM in November (15th -17th, Abu Dhabi), more to come

STOP PRESS!