Executive Summary

Employees in a service organization and particularly, those who have frequent contact with the customers usually serve as representatives of both the organization and their products or services to the customer at contact point. The quality of the service and the satisfaction the customer may derive will be an assessment of the entire service experience. Employees who are empowered in an organization can either portray a positive or negative picture to the customers.

Considering that, a satisfied customer and employee are of important value to the organization. It therefore, becomes the duty of the management to put in place a system that either would ultimately generate satisfied or dissatisfied customers and employees. Since the employees have a major role to play in determining, whether a customer would enjoy the experience or turn to their competitors for better solutions, most companies today recognize that they can compete more effectively by distinguishing themselves with respect to service quality and improved customer satisfaction.

This case study is based on IFS (Industrial and Financial Systems) R&D International Private Limited on their agile application support initiative and how they have achieved the promising customer support KPIs during last five years. The initiative mainly focuses on team empowerment through Agile, Lean and Kanban concepts. This report further discusses how these promising results were moderated by a conducive environment such as the continuous improvement culture generated by the company for people to perform well. Further possibility of applying the same concept for other industries will also discussed.