

Servitization of Business Strategy Using Lean Six Sigma Approach

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Abstract

Many companies recognize that competitiveness can be derived from Servitization, which is an innovation in the ability of manufacturers to move from not only selling products but offering services that add value to customers. Servitization of Business is understood as the process of increasing value by adding services to customers. This journal aims to examine the application of Servitization in the business strategy of producers in B2B companies through the application of Lean Six Sigma as value co-creation in consumer companies. The Lean Six Sigma methodology through the DMAIC framework has proven to be one of the few techniques used by organizations to improve their business processes.

This paper presents the results of a study on increasing producer sales rates and new business win rates by conducting process efficiency projects in consumer company production lines through the application of the Lean Six Sigma methodology by applying the Define, Measure, Analyze, Improve, and Control (DMAIC) method, then validate the result. by comparing sales and win rates of new businesses. The results show that Servitization through a value co-creation approach can be a strategy to increase business from the producer and consumer side.

Keywords

Servitization, Value Co-Creation and Lean Six Sigma.

Biographies

Firqi Abdillah, is master student in Industrial Engineering, Universitas Indonesia. His research activities are based on methodologies for business strategic management and Lean Six Sigma.

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