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INCREASING EFFICIENCY CUSTOMER SERVICE BY LOGISTICS MANAGEMENT OPTIMIZATION

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Abstract: *Implementation of Lean principles has become a survival strategy in a production environment where cost reduction is an uncertain state of affairs on the market of the 21st century. So we use new methods of production management in the long term, to help us to identify losses and increase production capacity while reducing costs.*

This article reveals the problem confronting the insurance on logistics activities. My objective is to bring value to these activities by attaching the device to the entire computer network.

In the following I will detail the benefits seen from puncture of logistics (the time), which will be obtained after implementing this system.

It will propose a reorganization of the production. Solving problems is based on several principles of Lean manufacturing concepts and methods by which we get the expected results and profit.

Keywords: *Logistics insurances, customer service, industrial optimization, cost profitability,*

1. INTRODUCTION

In this article I will show you how to make an insurance integrated system, seen in logistical point of view.

Follow the solution through process optimization, better management of activities and obtain business information in real time.

Because I worked in their internal system, and now I work still in the insurance system but from outside, not as an employee, I can say I know the gaps or problems involved in logistics insurances of Romania.

In the insurances are two categories of people who have this occupation: one that is employed (insurance inspectors) and other agents (the brokers).

Logistics is a real time strategy to reduce risks of anticipation of demand. To expect as much as performing operations and logistics

activities a proportional reduction risk can be determined, but we face stockouts and possible delays of orderings. This leads us to improper customer service.

We depart from their development strategy and long term is to make profit.

The proposed solution integrates both existing modules (financial accounting, management, logistics, sales) and other additional features such as supply management, advanced production planning combined with traditional planning of the necessary raw materials and monitoring the workload devices.

In the organizing production, we are interested in the planning and production programming.

Very unstable and unpredictable environment is many times negative consequences. The adjustment process is not

simple, if not fit into a plan to prefigure the way forward and the consequences.[3]

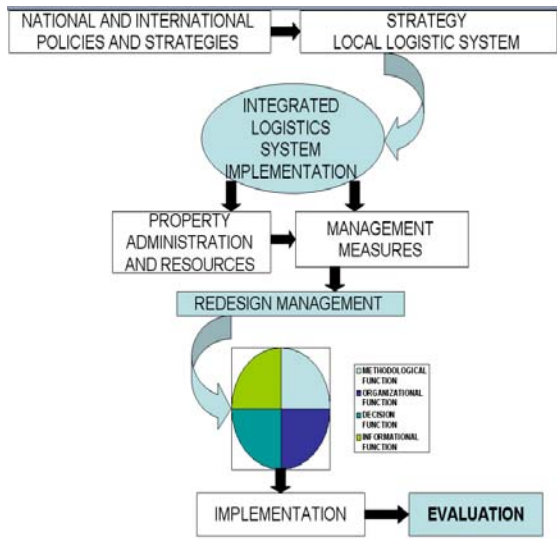


Fig.1 The strategies

The concept of serving customers is to ensure chain actions and satisfying customer needs to start receiving orders and continued with post-sell services.

The insurance agents often happens that the area remained without products for sale, so that new technology helps to sell the place, what the client wants.

The methods used here: Just-In-Time (JIT), pull production system, OTED method - One Touch Exchange of Die.

Just-In-Time (JIT): A production system that produces and supplies only as needed, only when necessary and only in the amount necessary, as requested by the client. JIT is one of the fundamental concepts of the Toyota production system. JIT includes three components: pull production system, the total available production and continuous flow. The goal JIT is to eliminate all losses, to achieve the best possible quality, lowest possible cost and lowest terms of production and delivery. Although simple in principle, JIT system requires discipline and sustained effort of analysis and synthesis of data related to production processes for effective implementation. The concept belongs to Kiichiro Toyota JIT system, the founder of Toyota Motor Corporation in 1930.[1]

We meet terms like PULL, which means “that no one upstream should produce a good or service until the customer downstream asks for it, but actually following this rule in practice is a bit more complicated.” [4]

For knowledge of the whole process, I can say that we solve this problem by SMED method - Single Minute Exchange of Die, that is "manufacturing change within 10 minutes". This is a fast and effective way to change the manufacturing. SMED method is used for setting and adjusting process of bringing up to normal operation with minimum loss. Last version of the method, the literature is OTED - One Touch Exchange of Die (manufacturing change of a single touch), to another production in less than 100 seconds. In this last version I developed this idea where the followed operations are measuring individual and total time. I can tell that we do a standardization of products by introducing barcodes.

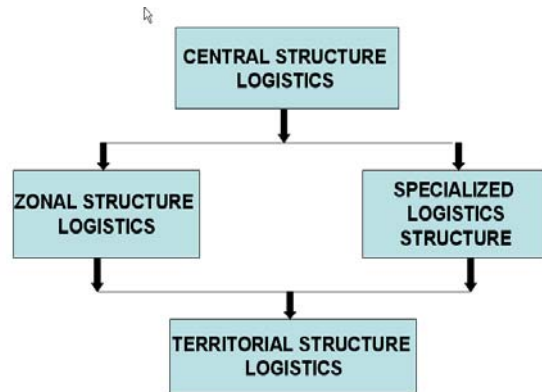


Fig.2 Actual logistics structure.[2]

The structure can be reduced only in the CENTRAL STRUCTURE LOGISTICS. This new organization is currently used in transportation in the form of flowers with a single command center.

In the present, all the system of insurance production, distribution materials is required by an employee specialized on serving inspectors and agents.

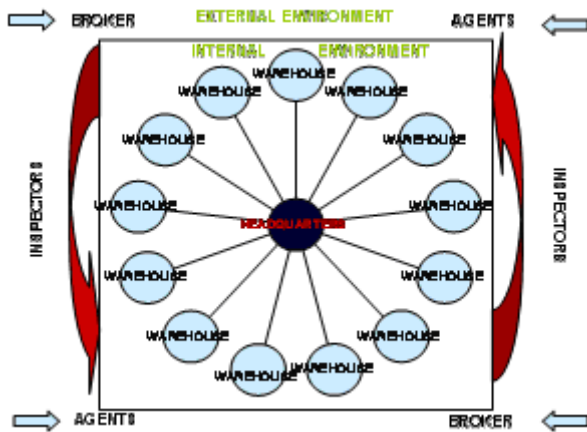


Fig.3 Proposed logistics structure.

This structure will be detailed in a next article.

The problems faced by retailers and distributors are:

- Availability only during working hours
- Frequent calls to checks managements
- Losses of time to this checks
- Uncontrol in the real time
- We can not know the stock actually used
- Fractures of stock due to lack of materials
- Inefficient orders
- Quality of service
- Costs repeated with movements
- Cost effective and a small profit
- Few sales

2. THE IDEA, IMAGE AND PLAN

2.1 The idea

The idea described in this article is to attach a device (a box) found in the products box that will work during 24/24 hours. This device lets us imagine that a reduced deposit, which will be linked to the central server, will be operated by one person who will have remote access at any time to view the stocks in certain locations.

The Enterprise Resource Planning - ERP system, will allow only certain people depending on where it occupies in the company hierarchy. These devices will be in

each branch or agency and will serve both professional staff and collaborators.

2.2 Diagrams and charts.

In real time logistics strategy to reduce risks to anticipate demand, according to classical theory, is to establish and define the relationship between consumer-price-income.

See customer at the heart of all actions, according to figures:



Fig.4 Customer surrounded by various factors



Fig.5 Logistics function perceived as a global function.

The circles are valid for only if it sees the interests of both parties, the client and the company. The further directions will be to improve each function of the flow showed.

3. CONCLUSIONS

My knowledge is based on my studies in logistics of specialized acquired, which allowed me to make these claims and propose these optimizations.

The solution to this problem will connect: distribution, production and sales. Thus we can say we have a continuous flow manufacturing, control quickly, perhaps even a integrated supply chain.

The company will have tools which controls and blocks access to the network.

The solution described in this article does not exist in the insurance field, it's in manufacturing industries (eg: food industry, automotive parts production)

The solution will be offered to all insurance companies in the country and foreign country.

In the future we plan a patent system, but in the part of monitoring and control.

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