



Kanban Maturity Model

Organizational Maturity Explained



MY WAY

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| The Service | Staff of individuals who know how to make pizza |
| The Process | Staff members compete: to take a customer's order; for resources (countertop space, ingredients, access to the ovens) |
| Customer Experience | <ul style="list-style-type: none"> • Depends on who is serving them • No trust in the restaurant's system |

NEVER THE SAME WAY TWICE

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| The Service | Depends highly on the individual making it (the method of preparing, baking, and delivering pizza, the accuracy of order fulfilment, the quality and taste of the pizza) |
| The Process | Is emerging but is still inconsistent: <ul style="list-style-type: none"> • The pizza is the wrong type; • Is missing ingredients; • Is of poor quality upon delivery; • The delivery time depends dramatically on the person who delivers it. |
| Customer Experience | Vendor is extremely unreliable |

NEVER THE SAME RESULT TWICE

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| The Service | Depends on the main cook or the manager: <p>Pizza delivered might be the wrong type, might be missing some ingredients, or be slightly burnt</p> |
| The Process | Defined procedures are now followed consistently |
| Customer Experience | Vendor's reliability depends on the supervisor on duty |



ALWAYS HAPPY CUSTOMERS

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|---------------------|---|
| The Service | <ul style="list-style-type: none"> • Is consistent (pizza delivered matches the order; is of high quality; is within service delivery expectations) • We have time for improvement (open new restaurants; add dietary menu; develop special offers) |
| The Process | <ul style="list-style-type: none"> • Defined procedures are followed consistently regardless of which staff member is working that day • Vendor is reliable and trustworthy. |
| Customer Experience | We aren't yet good at understanding why customers choose us (we sell a lot of basic Margherita pizzas for delivery to business premises after 5 p.m. on Thursday evenings but we don't know why) |

REINVENTION

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| The Service | Facing an extinction-level event, owner thinks deeply about the identity and purpose of the business and the core motivation for starting it. |
| The Process | <ul style="list-style-type: none"> • Reinvents itself, switching from delivering gourmet pizza to making gourmet pizza kits • Solid understanding of who they are, why they exist, what makes them happy and delivers satisfaction from doing business |
| Customer Experience | Favourite premium brand of gourmet, bake-at-home pizza |

SIMPLY THE BEST

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|---------------------|---|
| The Service | The best in the city |
| The Process | <ul style="list-style-type: none"> • We have the best menu; • Our dough and crust are legendary and always baked to perfection; • Our delivery service is second to none |
| Customer Experience | Residents boast about us to visitors |

EVERYONE IS HAPPY

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|---------------------|--|
| The Service | <ul style="list-style-type: none"> • Optimally staffed • Economically successful business • Several different classes of service Ex.: express delivery menu. |
| The Process | <ul style="list-style-type: none"> • We successfully cope with ebb and flow in demand • Our costs are tightly controlled without affecting our delivery capability or impacting customer satisfaction • Solidly predictable profitability |
| Customer Experience | <ul style="list-style-type: none"> • Customer satisfaction is invisible – it is always there • We have a well-respected brand • We know why customers choose us • We can anticipate demand |

More Information: www.kanbanmaturitymodel.com

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