

# Case Study: DaimlerChrysler UK

## Moving to a process orientated approach within the automotive industry

### Client Overview

DaimlerChrysler UK was established in 1999 when Daimler-Benz and Chrysler & Jeep merged their operations. The smart brand was introduced in 2000.

DaimlerChrysler is one of the world's leading automotive, transportation and services companies. Its passenger car brands include Mercedes-Benz, Chrysler, Jeep, Dodge and smart. Commercial vehicles are produced under the Mercedes-Benz, Freightliner, Sterling, Western Star, Setra, Thomas Built Buses, Orion and American LaFrance marques. It offers financial and other services through DaimlerChrysler Services.



### Scenario and Challenges

The merger resulted in a far more complex organisation that demanded clearer processes to succeed. The UK board wanted to review its internal quality management system in order to move towards a more process orientated approach supported by a Process Management Improvement System (PIMS). Other key factors to address involved empowering line managers with the tools and knowledge, first to define and ultimately to manage their processes independently.

### Solution

They required an intranet-accessed system to capture the organisation's business processes for ISO 9001:2000 accreditation and to allow all employees across the company to use the processes on a daily basis. They selected control because it would also allow immediate feedback to process owners on any issues concerning the quality and effectiveness of the company's processes for continual improvement and development – through the intranet.

### Results

- Established a 'living' process knowledge base
- Improved competitive advantage and customer service
- Continuous improvement programme in place under ISO 9001:2000
- Performance targets to be assigned to key processes

### Relationship

Barry Peat, Process Audit Manager at DaimlerChrysler UK Ltd says:

"Although we looked at several competing products, control was the only one to offer the combination of both a quality management system and process mapping tool in a user friendly, graphical format accessible using web-based technology...Nimbus consultants were very helpful and committed to empowering us very quickly so we could run the system ourselves"

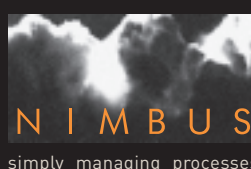
### Future

control is being used by other teams in DCUK to capture, define and improve the processes associated with customer facing activities, where it is recognised that process excellence results in sustainable competitive advantage and a delighted customer.



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