



Winning Credit & Sales Team at Boral Bricks Badgerys Creek Site

Boral Bricks, part of the NSW Clay & Concrete Division, recently completed their 2nd CTPM Improvement Activity Cycle with three teams in their two Western Sydney brick plants.

At the Boral Bricks NSW Head Office, a team was established to examine the high reject rate for opening account applications for new customers. Account applications are opened typically when a new customer is brought on board.

It is vital that a rigorous credit assessment process is undertaken yet there is still a need to have a process that does not discourage the sales-customer relationship when opening a new account facility.

Historical analysis has showed that over 80% of all new account applications were failing at the vetting process and being held up for correction. The reasons for this were complex and by the time many of the issues had been resolved, in some cases potential customers had walked leading to a lost sale.

The Badgerys Creek Head Office established a Cross-functional Focused Process Improvement (FPI) team using the CTPM methodology. Naming themselves “Interest Free”, the team members were drawn from the finance, credit and sales departments.

The team set about analysing data, mapping the account process and developing strategies to fix the higher reject rate on applications. The final result was a relatively fast turn around in credit applications being accepted first time – an increase from 13% acceptance in January to the result of a 93% acceptance rate by May.

The sales and credit team remarked on how successful they were at getting the turn around so quickly.



Above: The final presentation by the “Interest Free” team to the Boral Bricks NSW management team.

To sustain the improvement the team took a further step by developing a full training package on credit applications for all NSW sales teams. This was followed up by scheduling a training implementation day at the state conference for all sales teams. As a further measure, details of the methodology were being circulated throughout other NSW Boral divisions to see if the company could streamline their processes.

As for the team it was noted by several members the profound improvements in the relationships between credit and sales who in the past at times had been at loggerheads on getting difficult accounts open. The team were very happy with the results of their cycle, seeing the great value in bringing people together, following the TPM Process and achieving results for the benefit of everyone.



For more information about Lean & TPM please contact Andrew Corish, CTPM Managing Navigator NSW on 0419 876 363, CTPM Head Office on 02 4226 6184 or visit www.ctpm.org.au