

The Website About Xerox People, Processes and Technology

The Eli Lilly Managed Services Team pulls out all the stops

Lean Six Sigma, Value Assurance Process and innovative thinking makes for a great partnership.

The Value Assurance Process (VAP) has been rolling out to Managed Services teams for two years, and although all of the preparatory work is in place for the onsite team at Eli Lilly, the technology has not yet been implemented. That hasn't stopped them from embracing the core values of VAP and putting systems in place to strengthen their relationship with their Eli Lilly customers and drive revenue.

The managed services group at Eli Lilly employs 30 people, and has been on-site for over 15 years, providing production solutions in copy and print, as well as office services. Eli Lilly's corporate headquarters is in Indianapolis, Ind. Locally and nationally, Xerox has deployed over 400 MultiFunction Devices (MFDs) at Eli Lilly.

Innovation

What is the Value Assurance Process (VAP)?

VAP is a standardized operational and management process that will help Managed Services' site teams deliver more value in a measurable way that can be shared with customers through:

- Standardized Work Processes
- Regular communications with customers
- Customer Satisfaction Surveys
- Employee training and education
- Technology that tracks trends and identifies opportunities to add value to our customers' businesses.
- A focus on *people, process, and technology*



Front Row: Patrick Miner, Jim Hogan, Lisa Lawrence, Toni Beaven, Josh Moore
Middle Row: Mary Sutton, Preston Moon, Cheryl Willoughby, Nicole Cusick
Back Row: James Edison, Lee Sibley, Chris Eichrodt, Philip Brewer, Tim Douglas, Mike Chapman

The Eli Lilly team has taken the VAP concept and run with it, and since the Falcon technology has not yet been implemented at their site, they have even gone so far as to create their own software system for customer billing and correspondence.

Due to the complexity of the Eli Lilly account, the VAP/Falcon Teams granted an exception for creation of in-house technology. The VAP team reviewed operational and system requirements in great detail to help define potential future enhancements for Falcon and other production solutions integration.

This technology, Xerox Information Management System (XIMS), and an in-depth training program, created by **Patrick Minor**, Account Coordinator for Eli



Patrick Minor

Lilly, works in tandem with VAP. “Our design of all of our documents and accounts came out of VAP,” notes **Lee Sibley**, Focused Account Service Manager at Eli Lilly. “We then utilize XIMS as a tool to manage our day to day activities. When associates enter information into the system, the customer receives an automated confirmation and that’s an individual touch to every end user all the way up to the CEO level.”

Partnerships

There is another way in which this managed services team has approached the Eli Lilly account innovatively.



Cindy Pullen

By partnering with an outside organization, the International Business Services Alliance (IBSA), an association of printers around the United States, we can bring solutions to the customer when there are special jobs that we are not able to complete in-house, such as binding or poster printing.” says **Cindy Pullen**, Vice President of Mid South Central Xerox Services Operations.

XIMS: What does it do?

- Job entry and tracking
- Tracks Turn Around Time which then feeds to the SOW/SLA measurements. The tracking includes job entry, Job scheduling, job movement from one work station to another (i.e. printing, finishing, QC, delivery, customer signature of receipt)
- Automatic Customer acknowledgement once a Job Ticket has been entered
- Employee time reporting (sign in, sign out, requested days off, etc.)
- Supplies management

“The partnership allows us to expand the services that we can provide,” says Sibley. “I think it’s an innovative solution that we’ve come up with. It keeps our costs down and it’s invisible to the customer. It also creates revenue growth with no consequence to the customer. We want them to bring us all of their work and let us figure out how to get it done.”

Living the Values

“I was really impressed with the people there,” says **Joe Chambers**, Managed Services Reporting Strategy Manager, who visited the site last year to see what the account had created in terms of best practices that could be shared.

“They are very articulate, outgoing, know their jobs, and are invested in the account. They have a customer with very high expectations because they have very stringent regulatory requirements. The system that the team has designed there not only supports what Xerox needs to deliver to the customer but it also has built in tools to help the Xerox team manage their business to ensure consistent delivery and plan for the future.”



Joe Chambers



The team at Eli Lilly also participates in a branding initiative, which comes out of VAP ideology. “One of the things we wanted to do in our operation is to have a ‘look’ to make sure we are promoting Xerox,” says **Stan Mervar**, Manager, Xerox Services Operations. “Lee coordinates a branding patrol that inspects various sites, including Eli Lilly, for consistency in signage, posters, and clothes.”

“They have a very good marketing program,” says Chambers. “I think it’s doing great things for the account. The Marketing program ensures Xerox maintains the initiative at the account. The [in-house] competition reacts to us instead of the other way around and that’s the way you win. Because of the quality of the internal branding, marketing, people and

processes, we are maintaining what we have from a production standpoint and then also taking business away from the competitors.”

Consistency and Communication

The Eli Lilly team is notable for its communication strategies, which is a component of VAP.

“I have a one-on-one with a key contact every month,” says Sibley. “I try to understand the cultural changes inside Eli Lilly, as well as their strategy. When we meet with the larger team, neither one of us wants to be surprised by anything, and we want to make sure that we present a unified front.”

In addition to monthly meetings, the team has a quarterly external account review by a steering committee of upper management, both on the Eli Lilly side and the Xerox side.

“We spend this time talking about how the account has done over the last quarter and where we’re going. We try to have some sales focus to talk about new solutions, services and equipment, because they like to be on the cutting edge of technology,” says Sibley.

Xerox also consistently delivers monthly metrics to Eli Lilly. One thing that VAP will add to the mix is to help make sure that the team is utilizing these tools consistently.

“VAP gives us a framework and tools,” says Sibley. “In this account we’re finding that a lot of these tools help us put things in a documented format that is consistent with what we’re already doing.”

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