

# Lean Operations

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## Lean Operations

Uber is an American multinational taxi service organization headquartered in San Francisco California. It's on demand transportation model is based on a mobile systemized integration that makes it possible for customers to request for its services right from their smart phones. Uber's business model is quite substantial with a daily customer target of all social brackets including students, adult employees, and all kinds of tourists. The Uber app is set to reveal all the details of the driver, how far he is from the customer, trip alteration as per customers wish, trip rates and a rating system to the driver.

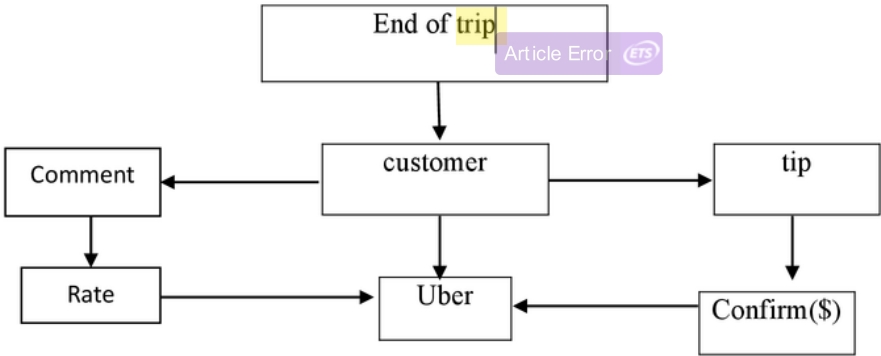
Despite Uber having such an information system, maybe there is still more in lean operations that could be done to improve it as far as information systems are concerned. The Uber app can be topped up with questions such as, "would you like the driver (his name) to drive you again?" and a comment gap rather than just a star rating. The app can also have a tipping option to the driver in case a customer is given a quality ride. This will give an extended arena in customer feedback to be able to make effective correction and adjustment decisions. All this is then reflected to a central server in real time to optimize information management and transmission.

Customer comments are justifiable since the driver will know exactly why he has been given the best or the worst rating. All these driver concerns are accessed from a central point where the entire information technology team has access to will minimize alterations by some members to customize the system especially in favor of their driver friends or relatives; at some "fee" for instance. The tipping part can have features that for instance require the customer to have a confirmation option prior to making the tip to ensure that they really were willing to give a tip and how much. Drivers cannot therefore in any way manipulate that.

Such lean operations to minimize such wastage gaps are moves to having an effective supply chain in dispatching these rider services. Maximizing customer contact will ensure drivers give excellent service to attract more customers, same way more customers will attract more drivers (Fredendall & Thurer 2016). It is basically a transparent supply chain operation with end to end visibility. The tenets of lean are also taken into careful consideration. The operation has identified customer value, mapping the value stream and creating flow of customers due to excellent services. It will also establish pull by ensuring excellence in service and flexibility to meet the rising customer demand and match perfection.

The type of rating accompanied by comments will boost the push and pull in Uber's supply chain especially with the question "would you like the driver (his name) to drive you again?". It's a pull strategy as the customer can request for the specific driver just in time whenever they need a ride as long as his proximity is in the customers' favor. The commentary part also enhances the push strategy as it determines the projected demand out of the frequency or the commentary and the rating which also show the progress of the cab service in the market (Krajewski, Malhotra & Ritzman 2016). The whole lean operation experience would see Uber grow unimaginably and in a way that brings value and satisfaction to every customer.

Flow Chart



## References

- 3 Fredendall, L. D., & Thurer, M. (2016). *An introduction to lean work design: Volume II*.
- 2 Krajewski, L. J., Malhotra, M. K., & Ritzman, L. P, (2016). *Operations management*.

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