



EDUPOWER NORDIC INSTITUTE



OPERATIONAL EXCELLENCE

interview with CEO Markku Parkkari

The reason why we started this project was that we needed to find new ways to search for customers and of course to get new customers.

The tool that was made for us for handling contacts was a big help. We would not have been able to contact as many as we did without that tool.

Working with Edupower has been easy, time spent was worthwhile. Without Edupower pushing us we would not have made this many customer calls.

The results from this project are new customers and that we got great new contacts by calling. Calling customers gives a personal experience to both us as well as our customers.

Fishing for new customers is an old way of working so we are going back to basics, which is a good thing. We also got a good new tool.

Staff comments from training sessions:

"I made 80 – 100 calls in one day, it would not have been possible without the tool for handling contacts and the 'whipping' from Edupower" – Markku Parkkari



Case study

Customer: **Custom Truck**

Year: 2015 - 16

Scope: Staff training according to Lean-principles and continuous improvement.

Custom Trucks equipment Oy

Custom Truck Oy has been established in 1991.

Markku Parkkari is the foundation of our company, he started bending up bumpers in his home garage with his son Jani. When Jani left for the army, Markku got reinforcements from Laihia; Jarmo Örne (aka. Jamppa, Asentaja-Aulis).

Our motto (one of many) is:
If it doesn't fit we will make it fit!

<http://www.customtruck.fi>