

Roland UK

Understanding the Voice of the Customer

Client:

Roland UK

What was delivered:

Insight Customer Value Tool

Sector:

Retail

Roland is the world's top name in musical instruments. The next time you go to a gig, the artist you see is highly likely to be using Roland keyboards, drums or another product from their highly innovative range. Roland products have been used by top artists including Take That, Kaiser Chiefs, Jamie Cullum, Hard-Fi, Pharrell Williams and S A Partners' own Phil Shelley!

Using the first principle of Lean Thinking, S A Partners helped the Roland UK team to get true insight into what their customers value. "We have high standards of customer satisfaction but didn't really know if we were meeting our customer wants." said Tim Walter, Chief Operating Officer of Roland UK, the sales and distribution arm of the Roland Corporation.

[Click here to find out more about the customer value project and the resulting benefits.](#)