

# 6 SIGMA

Atlantic Alliance Symposium  
– 23 September 2005 –

**A Manufacturer's Response to Health and Safety Needs**

# *Customer Health and Safety*

## **Safety from the Top**

- **“Nothing is more important than safety – not profits, not production or shipments, not even quality – at the end of the day, safety is about people, and people must come first.”**
- **“And that safety commitment extends to our dealers and customers as well. Safety needs to be top-of-mind as we design new products.”**

**Jim Owens – Minexpo  
27 September 2004**

**My sole job is to develop and implement a Customer Health and Safety Strategy throughout the Caterpillar enterprise**

It is not about what *can and cannot be* done...  
it is about what **needs to be** done!

**The Customer has been defined as anyone in, on and around heavy equipment.**

*Technicians, Operators and Bystanders*

## *Customer Health and Safety*

**Not developed in a corporate board room but based on the facts and data of what a customer or industry needs and regulatory directives.**

Competitors - AEM	Internal Areas	Customers	Dealers	Industries
-------------------	----------------	-----------	---------	------------

# Customer Health and Safety

## VOC & Benchmarking

294 Individual Line Items  
128 Consolidated Lines  
61 Sub-Categories  
6 Categories

- Documentation
- Product Design
- Training
- Suppliers / Logistics
- Strategy
- Safety Awareness

### No Industry Leader

“You can put everyone in a bag, shake it up, and pull one out. They are all about the same.” – **Tim Thomas**  
**UCM Equipment Manager**

1. Comment pouvons-nous faire le produit plus sûr pour vous fonctionner ?	
quel type de blessures vous sont-ils conscient ?	
Combien de fois arrivent-ils ?	
Combien de fois arrivent-ils ?	
Combien de fois arrivent-ils ?	
Combien de fois arrivent-ils ?	
Combien de fois arrivent-ils ?	
Combien de fois arrivent-ils ?	
Quelles conceptions de produit de boîte sont améliorées pour empêcher inuries aux passants ?	
Comment vous sentez dangereux autour de l'équipement lourd ?	
Pour la sécurité quels outils, quelles techniques à votre travail ?	
Comment obtenir l'information de sécurité, et quel est le besoin de cela est	

What does the industry need to do to set a

What does

Priority  
1 - Low  
5 - High

6 SIGMA

Dealers    Comp    s - AEM    Proving Ground    Mec

6 SIGMA

CATERPILLAR®

**Part of the culture at Caterpillar. Not just an exercise in economics but a lasting part of Caterpillar's legacy**

**Safety *needs* to happen because it is the right thing to do!**

# Customer Health and Safety

## Target Zero – Culture Change

**Customer, Industry and Regulatory Feedback**

**Actions Implemented**

**Areas of Impact**

**Product  
Design**

**Product  
Support  
Literature**

**Safety  
Awareness**

**Training**

**Organization**

**Leadership**

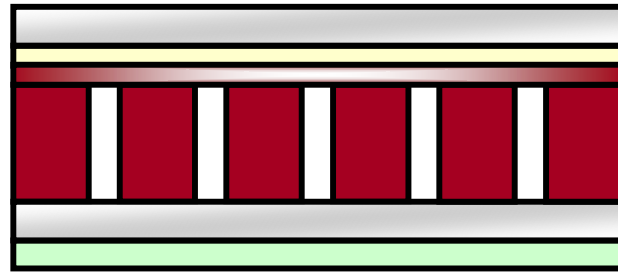
**Customer and Industry Needs; Regulatory Requirements**

**Caterpillar's Safety Commitment – From the Top**



# Customer Health and Safety

## Elements of Customer Safety Strategy



Product  
Design

- Access and Egress
- Anchor (Tie Off) Points
- Fall Protection
- Lock out / Tag out
- Cab Protection
- Serviceability
- Cell Phones and Radios in the Cab

**Safety *needs* to happen because it is the right thing to do!**

# Customer Health and Safety

## Caterpillar's Response to Safety and Health Needs?

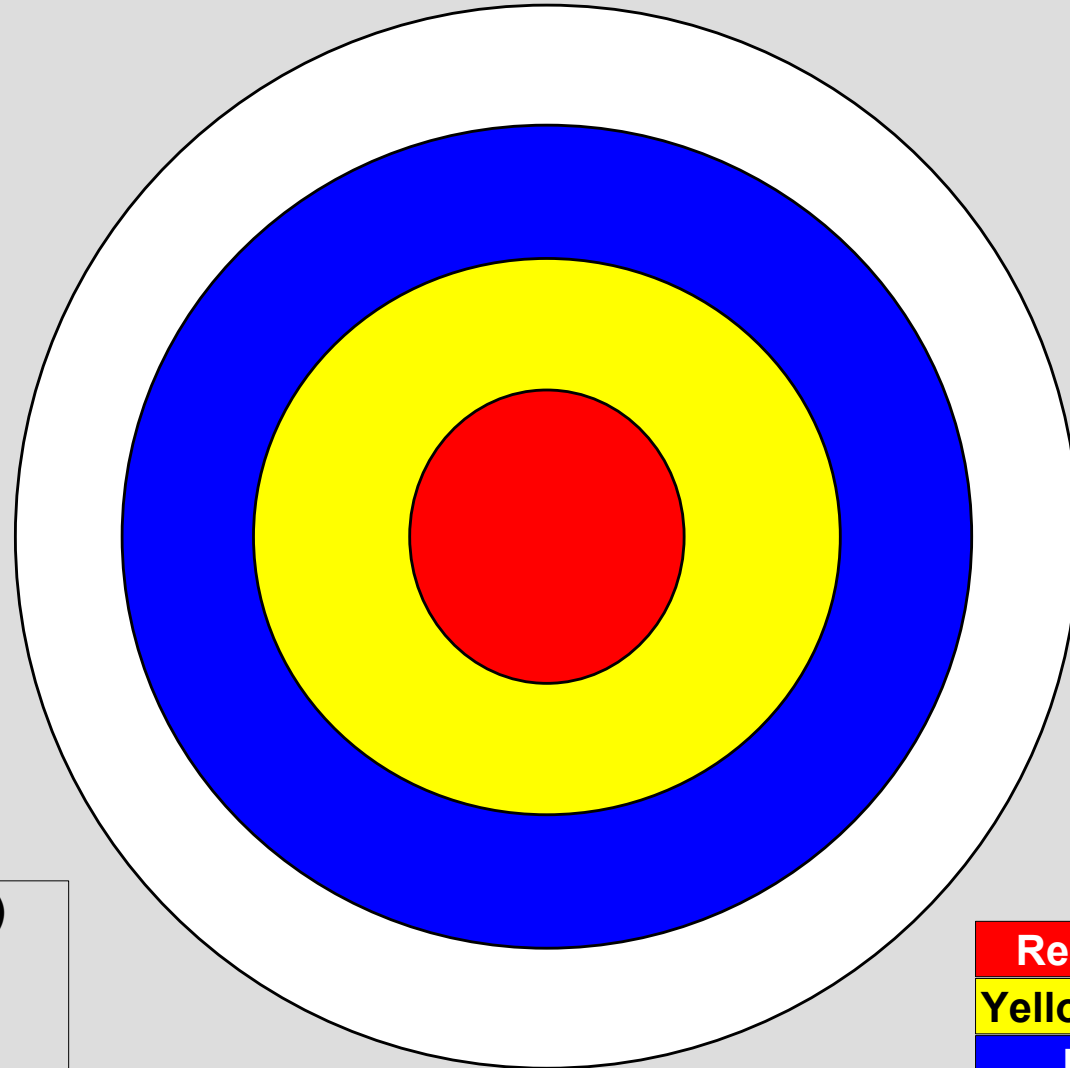
- **“Nothing is more important than safety – not profits, not production or shipments, not even quality – at the end of the day, safety is about people, and people must come first.”**
- **“And that safety commitment extends to our dealers and customers as well. Safety needs to be top-of-mind as we design new products.”**

Jim Owens – Minexpo  
27 September 2004

**A call to *Action!* through informed decisions**

# Questions ?

# What does Caterpillar need to do to set a new standard for safety?



Priority Rank (1 – 5)

1 – Low

5 - High

Red – Needed now

Yellow – Needed soon

Blue - Needed

## *Customer Health and Safety*

- Contact me if you have additional questions, ideas or comments:
  - Phil Rixstine
  - Caterpillar, Inc.
  - 6 SIGMA Black Belt
  - 309-675-1582
  - Rixstine\_Phillip\_A@Cat.com

# Thank You