

NUCOR LISTENS

Making Scheduling Predictable

“I never know when my building is coming. I hear ‘eight to ten weeks’, but from when? This keeps me in constant trouble with my owner. All I really need is to just know when my building is really coming,” commented our customers, “It just can’t be that hard!”

Everyone felt trapped. Customers had too many bad experiences with building delivery schedules, so there was no trust at all when it came to deliveries. Manufacturers could lose orders if their commitments did not meet the owner’s expectations. Since manufacturers were usually late, contractors hedged their bets by asking for deliveries. Since contractors did not take buildings after they were built, manufacturers felt justified by giving commitments that were more aggressive than they could deliver. We had to break the viscous circle of undependable deliveries. It had to start with us.

The plan became obvious. *Get a commitment, make a commitment, and keep a commitment.* It was as simple as that. The Nucor Division Committed Delivery or DCD was born. When customers asked about deliveries, we simply asked what their needs were. When will the concrete be ready? Do you have the erector scheduled? When do you anticipate permits from the governing body? Based upon an order entry date, we simply began giving firm delivery quotes in writing. On top of all this, we kept those commitments and our customers have come to depend upon us. Isn’t that the way it should be?

Listening to the good ideas of customers makes us smart. Executing good ideas makes us smarter.

