

## Deming Cooperative Puzzle

### ACROSS

4. \_\_\_\_\_ guidance may help to optimize the gains and minimize the losses that result from overbooking. (e.g. in an airline)
6. Many people in service organizations are not aware that they have a \_\_\_\_\_, and that this \_\_\_\_\_ is service.
7. The principles for improvement are the \_\_\_\_\_ for service as for manufacturing.
8. There are perils in drawing \_\_\_\_\_ from incomplete survey returns, even if 90% come back.
9. Many customers form their \_\_\_\_\_ about the service provided solely by their contacts with the people they see.
10. Suggestions from \_\_\_\_\_ may help improve service.

### DOWN

1. Process \_\_\_\_\_ of an operation can usually be determined in about three months.
2. It is necessary to find the \_\_\_\_\_ behind a mistake, and to build a system that minimizes futures mistakes.
3. Many mistakes in service are never \_\_\_\_\_.
4. Improvement of \_\_\_\_\_ may lead to a decrease in costs of doing business, and contribute to the balance of trade.
5. The customer's reaction to service is usually \_\_\_\_\_, unlike reaction to manufactured product, which may be delayed.

(if you get stuck, see Chapter Seven of *Out of the Crisis*)

