Empowering People

INTERVIEW WITH

CERTIFIED MAGAYA INSTRUCTOR

MARIA LOPEZ

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Maria Lopez

Certified Magaya Instructor
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- Certified Magaya Instructor
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Profile

Maria Lopez runs her own consulting business, providing process improvement services to small- to medium-sized logistics businesses, manufacturers, service providers, and procurement companies.

Ms. Lopez began her career as an Industrial Engineer at Quaker Oats. During her time there, she learned about product manufacturing processes, developed methods to eliminate waste, generated time and motion studies to improve operations sequence and efficiencies, executed quality control process as well as re-arranged org charts, and ergonomics to improve the employee performance and the overall profitability of the supply chain.

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Following that, she worked for a freight forwarder where she utilized her experience in process improvement and expanded her skills in the logistics field. "I discovered a sales person inside myself and brought in business for the company," she said. Magaya software had just been acquired when she started working at that company. "Here is where I learned the software and helped the company implement it in their branches in two other countries."

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She decided to work on a consulting basis, and that's when the Magaya Logistics Management Advisor, Jesus Corona, contacted her to tell her about the opportunity to be a Magaya partner. "He called me because he knew that I was already skilled in the software because of the time I spent working for the freight forwarding office that used Magaya. He offered me the partner opportunity, and I really like it."

Working with Customers

When she meets a customer for the first time, she reviews their expectations with them. "We put them in writing," she said. "I observe their operation to see how they do things and what resources they use for each process. Then we review it in a brainstorming session to generate new ideas about how to do things better and create new opportunities. I assess the strengths, threats, weaknesses and opportunities and we create new objectives and outline smaller steps to achieve each objective. It often takes a few months for everyone to complete their goals, depending on the number of processes and size or type of the operation; progress is measured each week until the goals are completed."

"Common issues that arise during the review include cash flow and sales," she said. "We work on increasing profitability. Other improvements include standardizing processes for consistent application of methods and empowerment of the human resource."

Working with Magaya

Ms. Lopez explained the process of working with Magaya for projects. "I get a project from the Implementation Department at Magaya, which includes the customer work scope, Network ID, type of installation, and the training hours they purchased. Also, I speak with the salesperson at Magaya to get all the details about the project. The work scope includes information such as which software product they bought, details of the operations' workflow, a training topic chart for hours scheduling, and required documents for their process.

She then contacts the customer and sets up a meeting to go over any questions to better understand their workflow and the documentation they may use. They agree on the schedule and the topics to be covered during the time frame session they have acquired. "I divide the training into sections according to the hours the customer purchased. I also do the installation," she said.

Most of the Magaya customers Ms. Lopez works with are in the U.S., Mexico, Central America and the Caribbean. She has also worked with customers in other regions in Africa and Middle East. Her ability to speak both English and Spanish enables her to work with a diverse range of customers.

Instructors who are certified by Magaya receive a commission per project from Magaya, but they can also help the customers in their area of expertise.

"If the customer wants additional consulting, I charge them according to my rates," Ms. Lopez explained. "It gives me a revenue opportunity, and I can continue helping the customer beyond the Magaya-specific needs by using my industry knowledge. I also connect companies with others who provide different services. "As I empower people on how to use Magaya, I refer them to the resources available such as the Magaya Knowledgebase,

user manuals, and videos. I also go over the Magaya contact information, including phone numbers and email addresses for each department so the customer knows who to contact and how. I make use of the resources myself and stay in touch with my contact person at Magaya, so I always know about the latest features in the software."

Insider Knowledge Helps Others Master the Software

Ms. Lopez explained how she uses her own experience with Magaya software to help others learn it.

"I used to be a Magaya customer and user, so I understand the requirements and process of a company that is transitioning from another system to Magaya. I understand how difficult is getting out of a comfort zone. The mind is set up to do things the way it was initially trained. It is a matter of changing the pattern in order to succeed. Everyone needs to observe the benefit in order to conquer it as a team. On a regular basis, I suggest the customers to use an Action plan to measure the progress milestones of the project implementation."

In addition she explained how the system improves the overall process effectiveness in a company, complies with customs requirements, and has different plug-ins that enhance the daily companies' supply chain procedures.

She told us about some of the features she likes the best, and what she likes most about helping people to learn.

"My experience using Magaya through multiple departments of a company has shown me how the Actions tool in the software make work processes leaner. The Actions feature is one I really like," she said.

"It's very satisfying for me to witness how the people that I trained successfully implement the Magaya application to their daily processes. I remember the feeling I had when I was a Magaya customer. Insider knowledge gives you the power to be more productive, and master the software," she said. "I take pleasure seeing people becoming empowered as they learn the software and the changes of the office environment as they are in control."