

taraneon Consulting Group

From coffee to changing the process perspective – A short illustration of the Process Experience

October 2009

A short disclaimer while we get your coffee...

Content

The authors reserve the right not to be responsible for the topicality, correctness, completeness or quality of the information provided. Liability claims regarding damage caused by the use of any information provided, including any kind of information which is incomplete or incorrect, will therefore be rejected. Parts of the pages or the complete publication may be extended, changed or partly or completely deleted by the author without separate announcement.

Copyright

The author intended not to use any copyrighted material for the publication or, if not possible, to indicate the copyright of the respective object. The copyright for any material created by the author is reserved. Any duplication or use of objects such as diagrams, sounds or texts in other electronic or printed publications is not permitted without the author's agreement. Nescafé is a registered trademark of Société des Produits Nestlé S.A., Vevey, CH.

Privacy policy

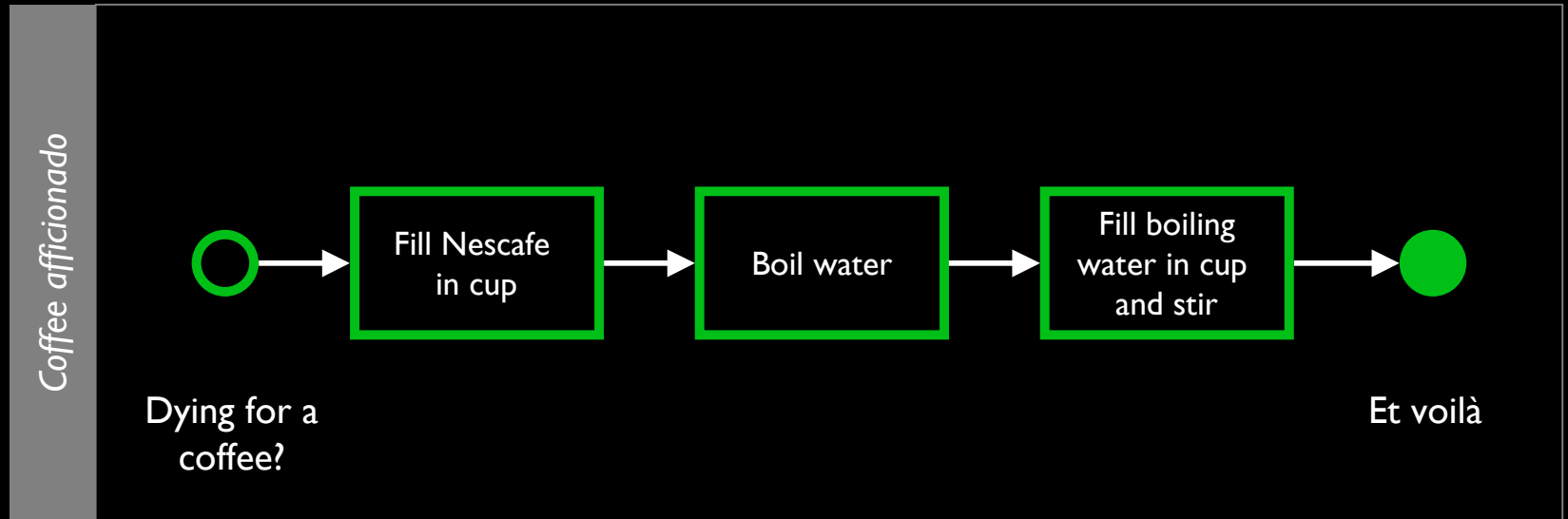
The use of published postal addresses, telephone or fax numbers and email addresses for marketing purposes is prohibited.

© 2009 taraneon Consulting Group, Frankfurt/Germany. www.taraneon.com. All rights reserved.

Looking forward to your coffee break?

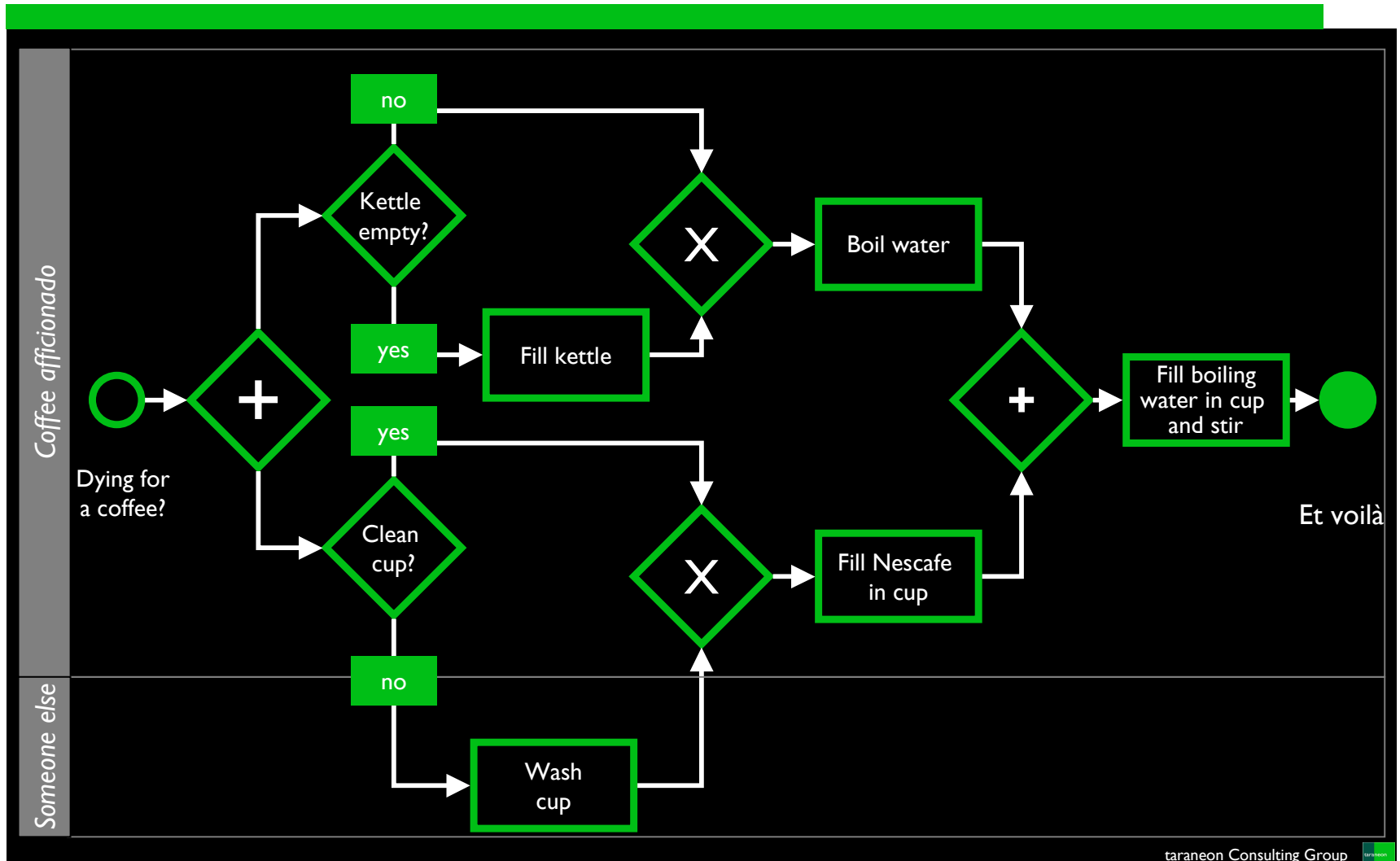


... DIY in three steps!

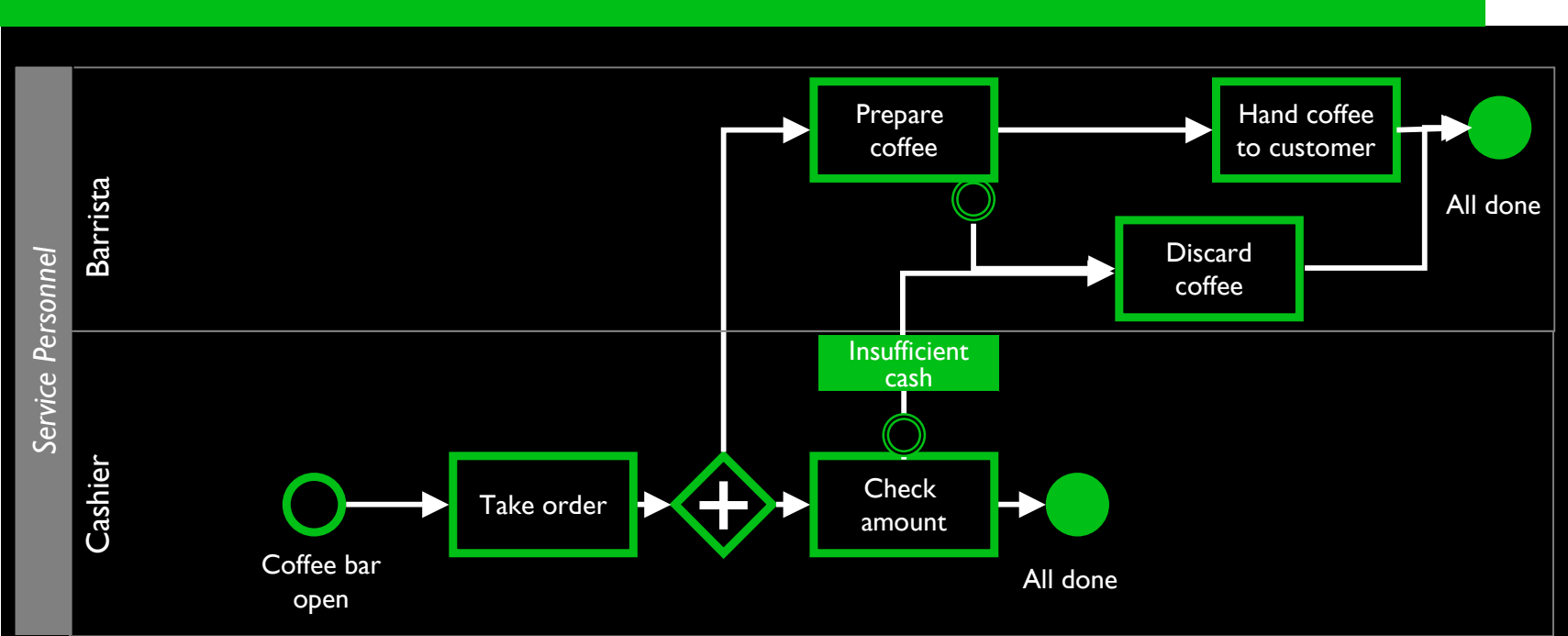


The Nescafé-Process

Even getting someone else just to wash up your cup seems to make it a more complex affair ...

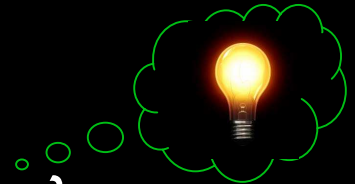


Instead, visit your favorite coffee bar and let someone else do all the work



Concerning your favorite coffee bar... Have you noticed something?

- Both ,process players‘ will always successfully complete their processes – it’s the way it’s modelled
- Now think about process improvement ... any ideas?



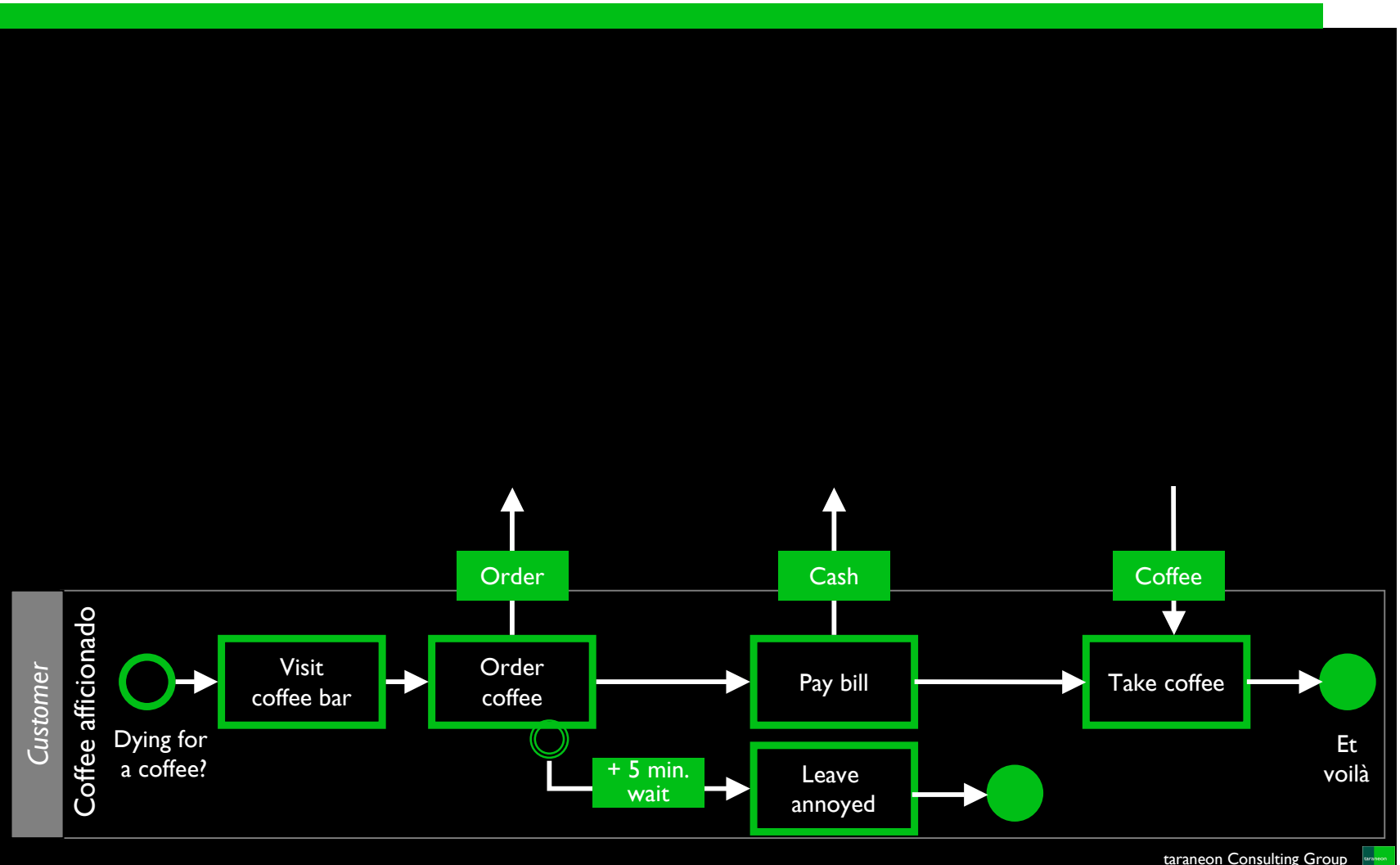
Finished reengineering this process?

- Does the ‚All done‘ instead of ‚Et voilà‘ in the top right-hand corner give you a hint of what’s wrong with this process?

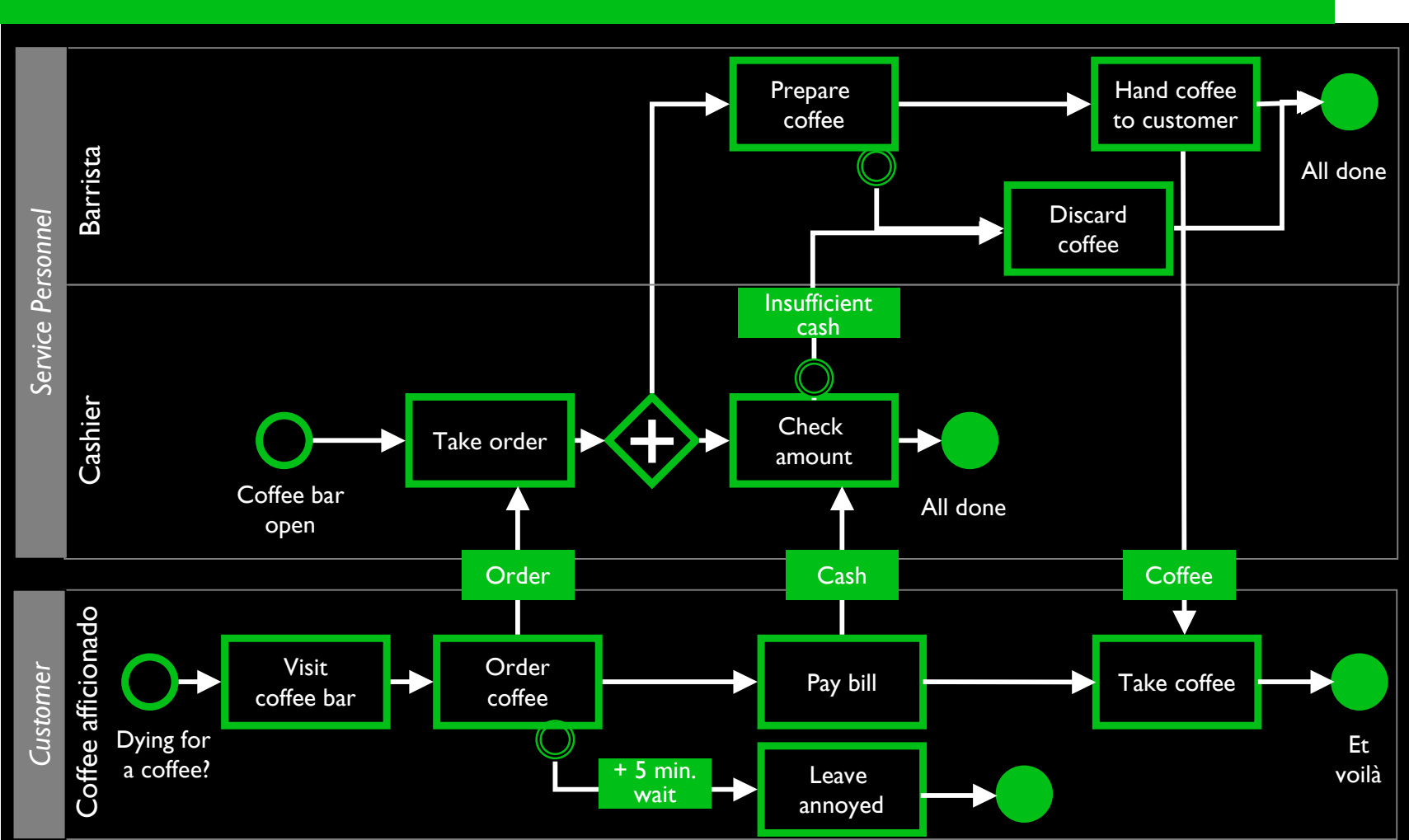
Aren't we a selfish lot?

**Where's the
customer ?**

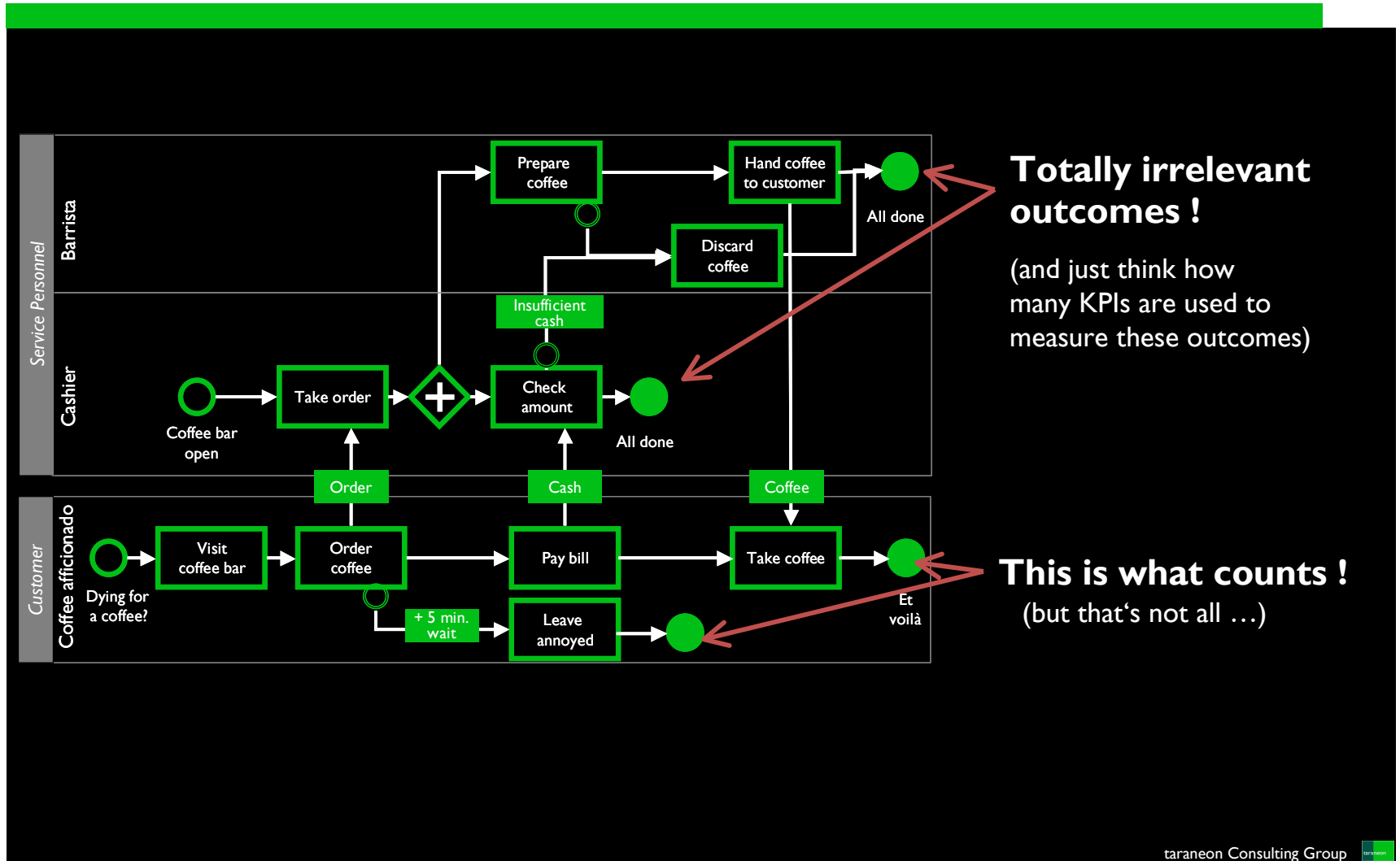
Just think about what the customer process might look like ...



Congratulations! You are now responsible for **two** processes! (and have been all along...)



So ...?



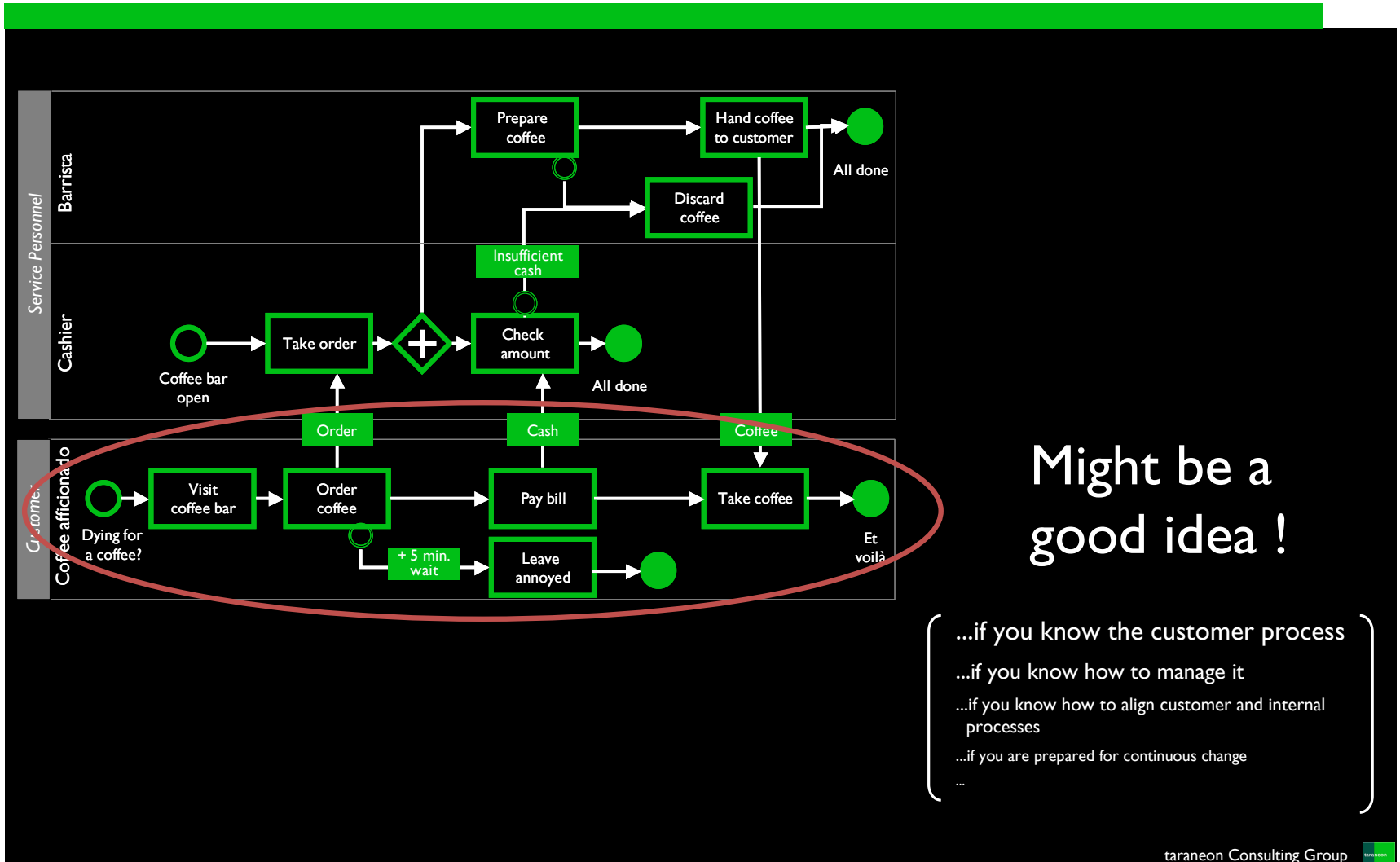
Totally irrelevant outcomes !
(and just think how many KPIs are used to measure these outcomes)

This is what counts !
(but that's not all ...)

Despite the positive result from a customer perspective (coffee!), think about this:

- Is the production and delivery process (the internal process which you reengineered earlier) built around the customer so that he has an optimized process experience - or is the customer process determined by your internal processes?

Which process should you manage?



Might be a good idea !

- ...if you know the customer process
- ...if you know how to manage it
- ...if you know how to align customer and internal processes
- ...if you are prepared for continuous change
- ...

Conclusion

- The customer process starts before the internal process
- ... and finishes later ...
- Process results offer no real indication of customer satisfaction with an internal process
- An internal process focus leads to ignorance of process risks

Even this very simple example offers a good illustration of how focussing on taraneons

Process Experience approach leads to

- Increased customer satisfaction
- Increased retention rates
- Cost reduction

Process Experience requires a different mindset

Think about it: Successful process management doesn't require expensive projects ...

...but it does need a change of perspective!

taraneon can support you in making your processes work for your customers:

- **Guidance**
As guides during your change initiatives
- **Coaching**
Individual coaching to support senior management
- **Training**
Courses and workshops to facilitate ,new process thinking‘

Do you want to improve your customers' process experience?



Contact us!

taraneon Consulting Group

Managing Directors: Dr. Norbert Kaiser, Thomas J. Olbrich

Mail

contact@taraneon.com

Web

www.taraneon.com

Blog

blog.taraneon.com

Frankfurt

Germany

+49 (0) 6101 3079-80

Saarbrücken

Germany

+49 (0) 6897 77809-60

Who we are - taraneon at a glance



- Founded in 2008
- Led by experts with 20 years experience in industry, consulting and executive training
- Serving global advisory demand for
 - Process Management
 - Strategic Enterprise Architecture
 - SOA
 - Governance and Lifecycle-Management

Creating value the taraneon way:
Improving the **process experience**

taraneon's tool box: Guidance, Coaching, Training

taraneon's service offerings

Enterprise Transformation in dynamic markets

Strategic Enterprise Architecture

- Architecture Review
- Foundation Definition
- Enterprise Architecture Development
- Risk Analysis

Business Process Management

- Process Experience Improvement
- Process Management Rev.
- BPMS Evaluation
- SOA Design

Mindset-Change

- Skill Trainings
- Think Different Program
- Executive Training
- Coaching

Market Research and Analysis

- Market Analysis
- Competitor Analysis



taraneon provides **worldwide** service – International **client** base



Sharing information – the **taraneon community**

The taraneon **Executive Roundtable**

Founded by taraneon, the Executive Roundtable brings together business leaders to discuss innovative solutions for today's challenges

IIR's Forum **Business Process Management**

taraneon experts have chaired and supported the largest annual German BPM conference since 2002

BPM Nexus

taraneon is one of the co-founders of BPM Nexus, a fast growing international online community of BPM practitioners and experts

