

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

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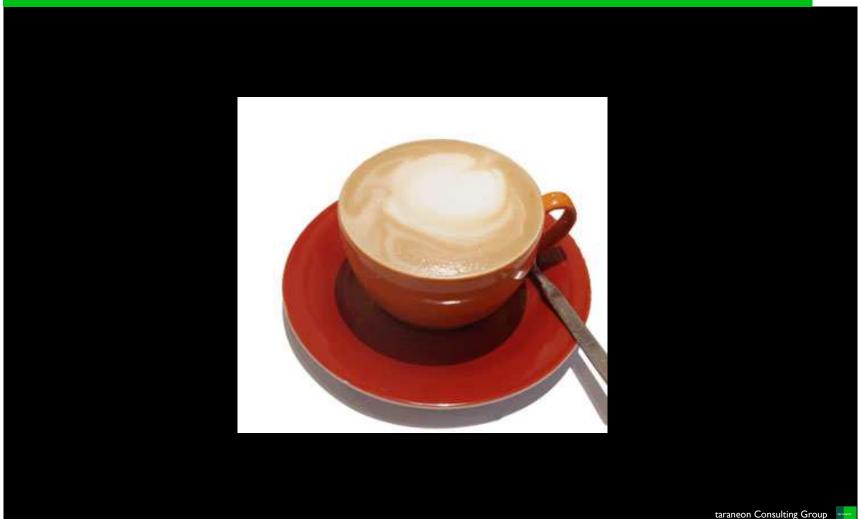
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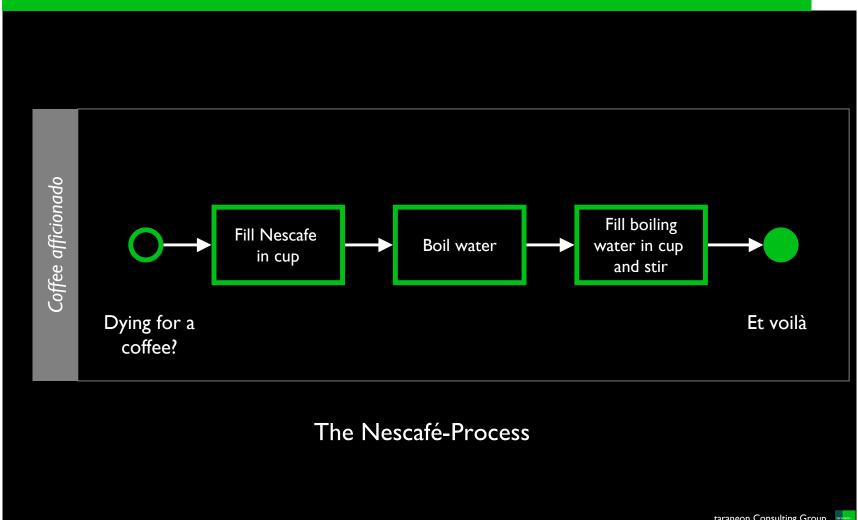
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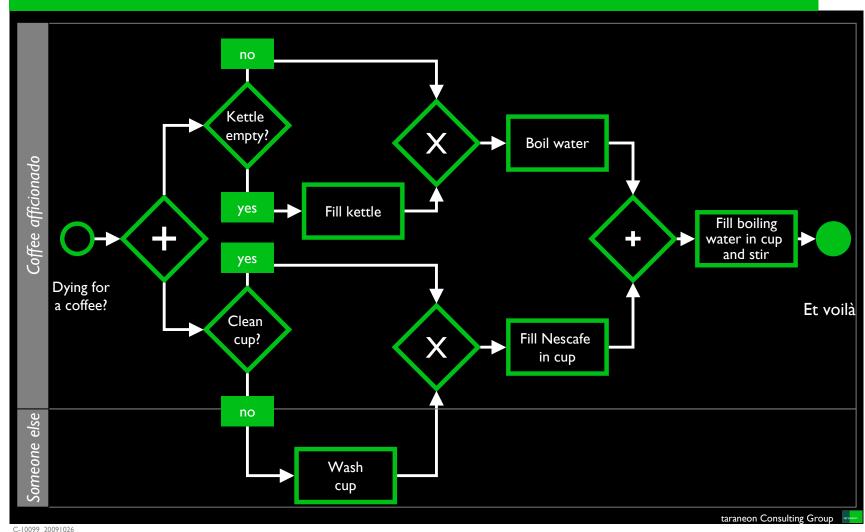
Looking forward to your coffee break?



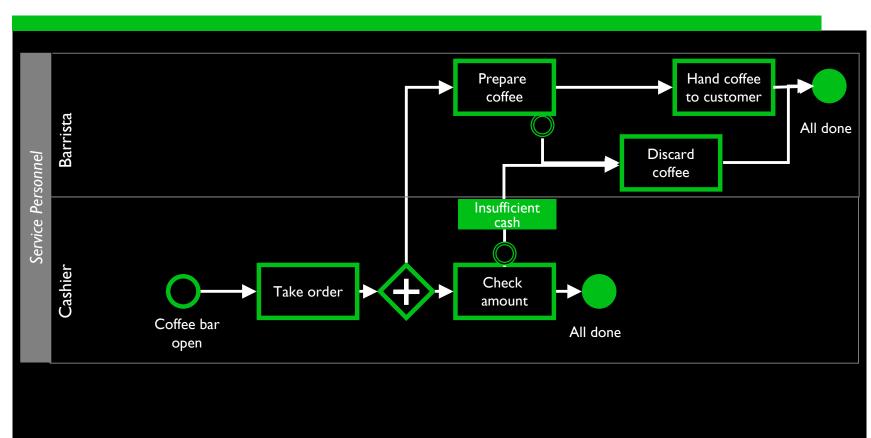
.... DIY in three steps!



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?

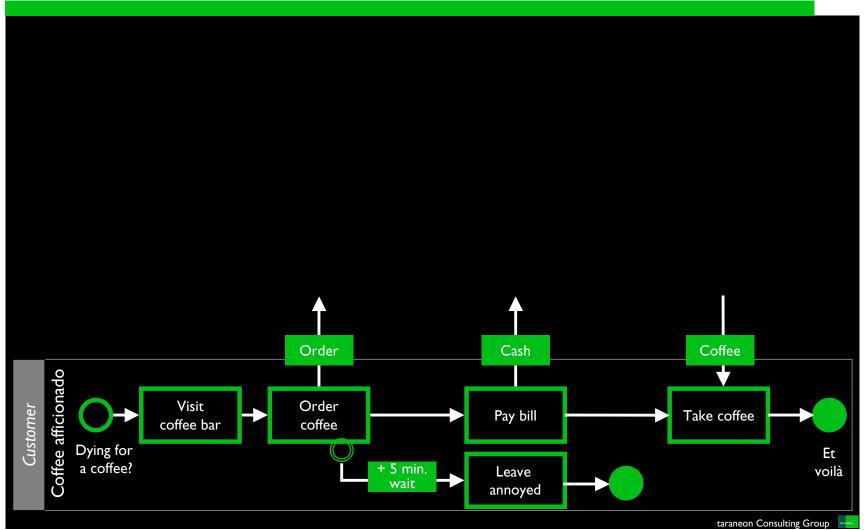
Finished reengineering this process?

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?

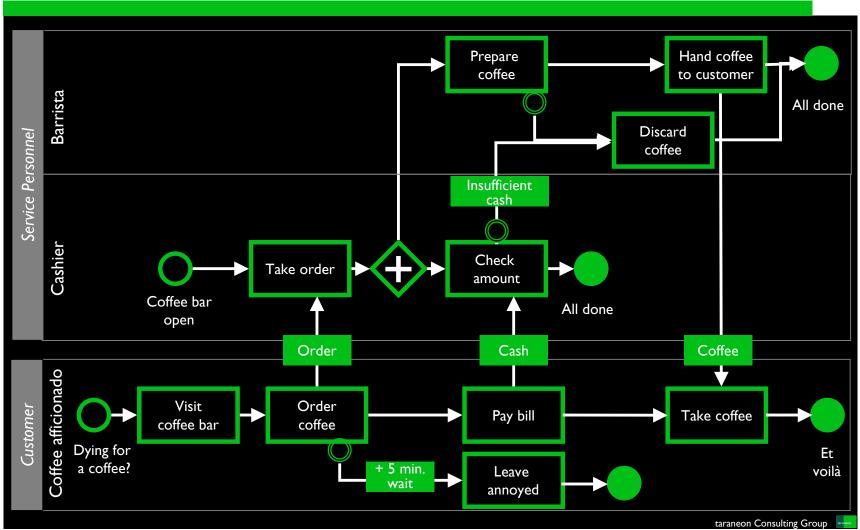
Aren't we a selfish lot?

Where's the customer?

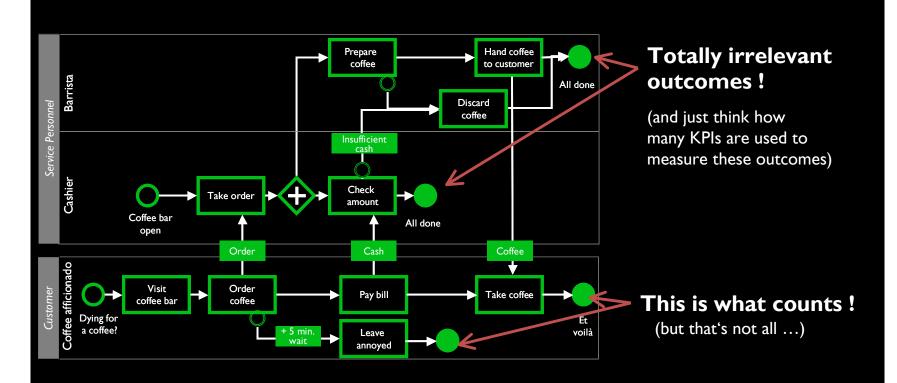
Just think about what the customer process might look like ...



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



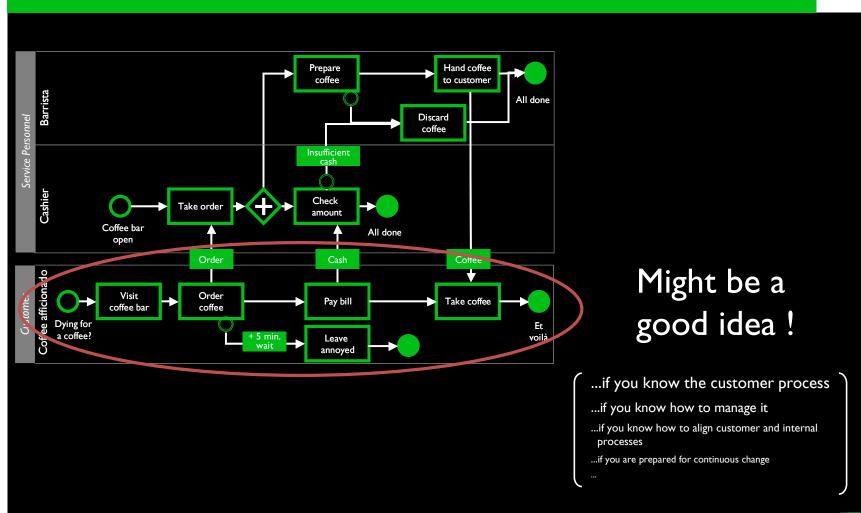
So ...?



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?



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: Sucessful 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

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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

Business Process Management

> Mindset-Change

Market Research and Analysis Architecture Review

Foundation Definition

Enterprise
Architecture Development

Risk Analysis

Process Experience Improvement

Process Management Rev.

BPMS Evaluation

SOA Design

Skill Trainings

Think Different Program

Executive Training

Coaching

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 todays 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

