

PROCESS EFFICIENCY TO THE RESCUE

A CLOSER LOOK AT THE PROCESS BEHIND THE ONLINE REQUEST FORM...



a customer service request



an insurance claim



a banking action



a request for time off



a request for technical help

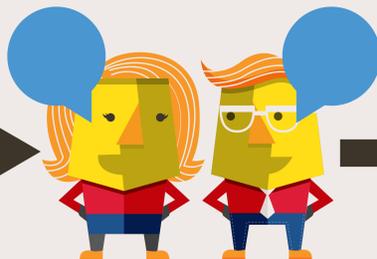
YOU HIT SUBMIT. WHAT'S SUPPOSED TO HAPPEN?



1. Someone logs it and forwards it to the appropriate handler



2. Someone researches a solution-



3. Maybe it's not so simple – there's internal discussion, policy-checking, and decision-making.



4. Someone documents the activity around your request-



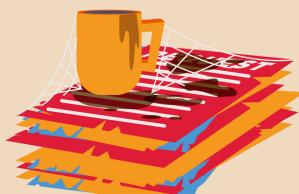
5. Someone responds to you.



BUT INEFFICIENCY SHOWS UP TO WREAK HAVOC!



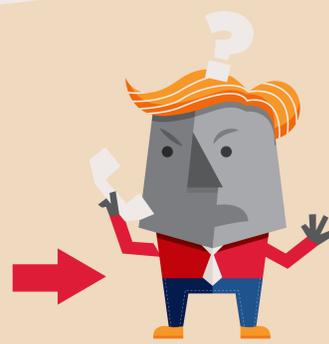
Someone logs your request and forwards it to the appropriate handler. But he's on holiday so the request just sits there – until he gets back.



Someone researches a solution. It's not so simple. It gets pushed aside. There's internal discussion, policy-checking, and decision-making.



Someone forgets to document what happened. So there's no record of your transaction.

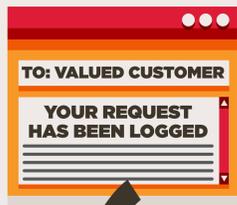


Someone responds. **LATER. WAY LATER.** and his late response is the only communication you ever get.

UNHAPPY CUSTOMER? PROCESS EFFICIENCY TO THE RESCUE...



...TO MAKE THAT PROCESS EFFICIENT



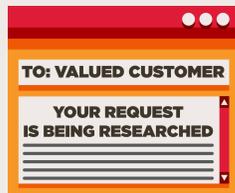
Someone logs your request and sends it along. When the handler is unavailable, the BPM software automatically sends the request to the next one. Or, to the absent employee's chosen delegatee. **You get an automatic confirmation message.**



Someone researches a solution. It's not simple. So she quickly escalates the issue to someone with more experience or knowledge – **without closing your e-file.**



And if she does push it aside, or go for coffee and forget about you? **A built-in timer provides a gentle reminder.**



Since it's not a simple request – there's internal discussion, policy-checking, and decision-making. But the discussion takes place inside the process. Your issue is prioritized, and when the authorized decision-maker takes it, all the relevant information is right there. **You get a status update message.**



Everything about your request is documented automatically, and it's measurable. **So this process can be improved.**

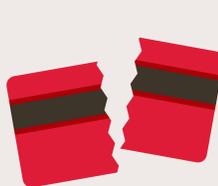
AND WHEN PROCESS EFFICIENCY SAVES THE DAY, YOU GET:



A completed return or exchange



An insurance payment



A closed credit card account



Approved request for time off



The explanation of how to fix the software you just installed

WOW! PROCESS EFFICIENCY WITH BUSINESS PROCESS MANAGEMENT

- ★ Makes tasks easier for everyone
- ★ Automates routine tasks so humans don't have to be bothered with them
- ★ Ensures that deadlines are met
- ★ Facilitates communication – with the team, with the customer
- ★ Costs the company less time and money

HAPPY CFO. HAPPY IT MANAGER. HAPPY EMPLOYEES. HAPPY CUSTOMER.

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