


Feedback

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Graded by  Fatuma Namisango

Business Processes Redesign

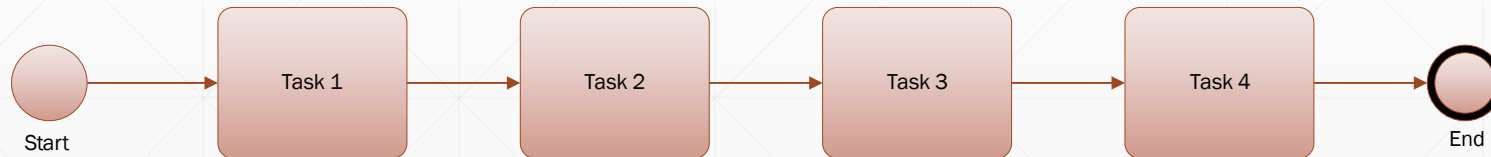
Jin Chong & Oleg McNabb

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Business Process Redesign

- Business process is a set of tasks, events and decisions that accomplish an organizational outcome
- Ensures the existing business process is efficient and effective

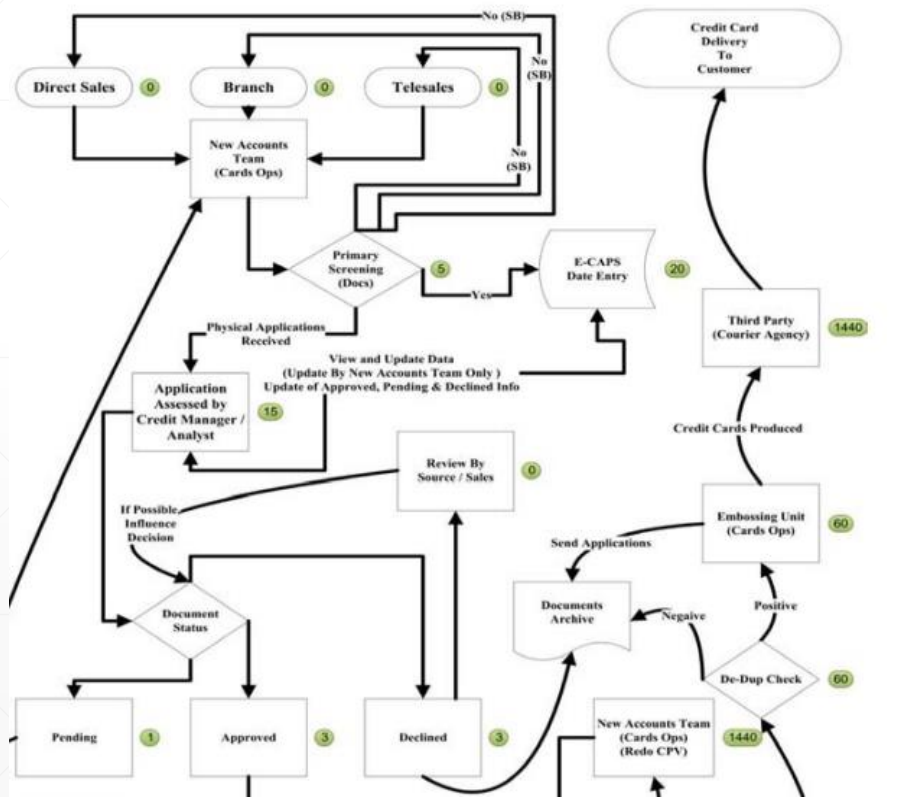




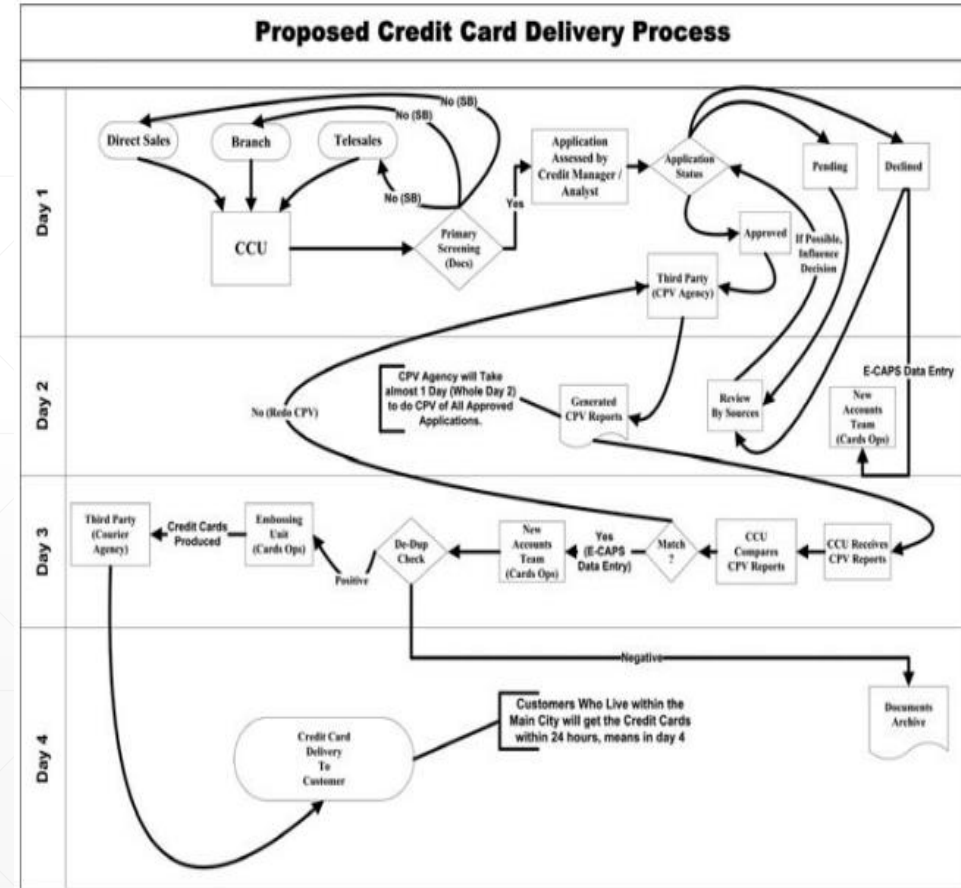
Benefits of business process redesign?

Successful Redesign Case 1: Multi-national Bank

Existing Credit Card Delivery Process

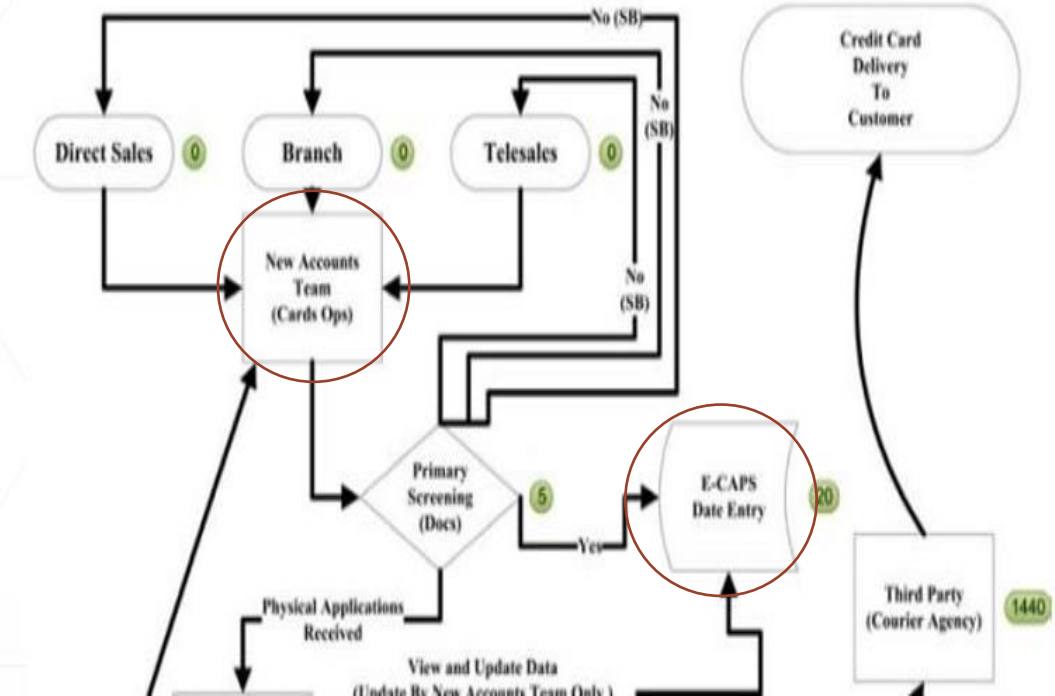


Proposed Credit Card Delivery Process

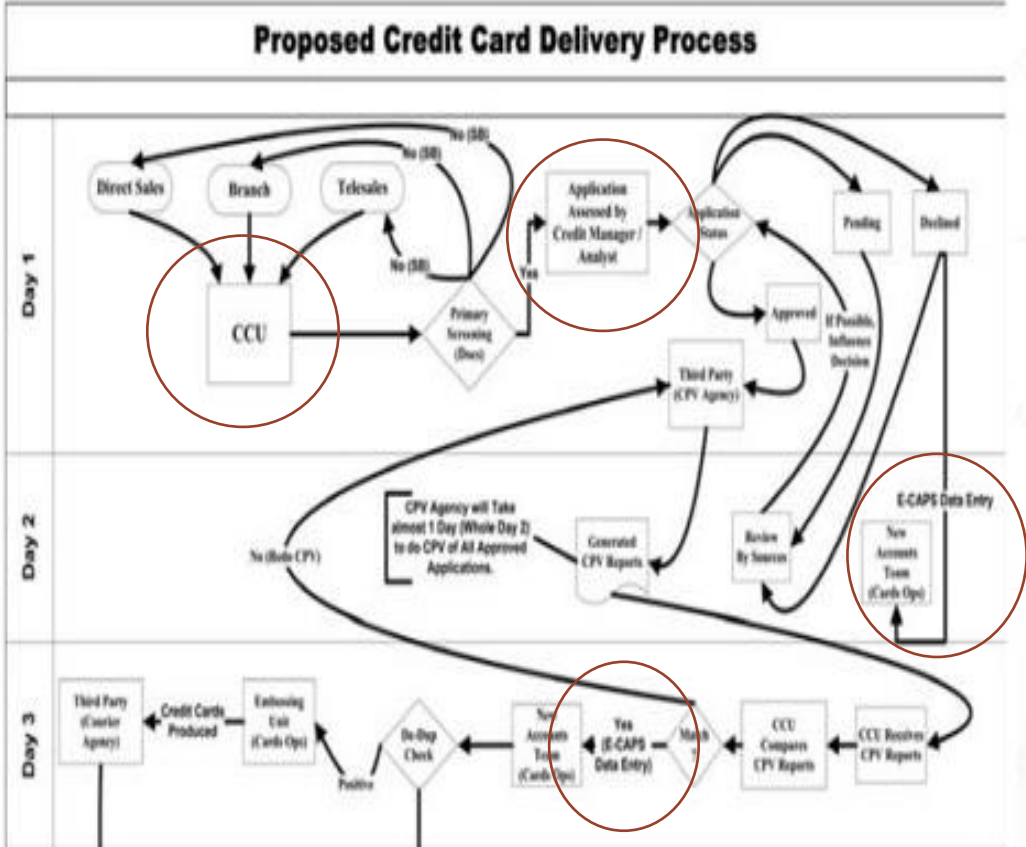


Credit Card Delivery Process Inefficiencies

Existing Credit Card Delivery Process



Proposed Credit Card Delivery Process



Successful Redesign Case 1: Multi-national Bank (Benefits)

- ✓ Reduced the credit card delivery time by half
 - ✓ Improved customer satisfaction
 - ✓ Increased new customer adoption of bank's credit card
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Successful Redesign Case 2: USA Hotel Company

Hotel to Airport Pickup Process

Issues

Amount of mall run requests

Poor forecasting methods

Lack of staff

Solutions

Reduce the amount of mall run request

Forecast also reviewed by assistant GM of rooms and rooms management team

Adjust hiring process

Successful Redesign Case 2: USA Hotel Company (Benefits)

- ✓ Improvement in reported wait time
 - ✓ Improvement in customer satisfaction
 - ✓ Drivers were more friendly
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Have you experienced changes that did not go as planned?

Redesign Failure of PubliCorp

Identified Issues	Attempted Solution	Result
Centralised IT Services in CPD	Replace mainframe with LAN	Access faster access to data, unpopular for staff
Setting up public bids was difficult	Simplify and streamline the process	Lawyers contested the legality of the changes
Large number of contact points	Create a redesign pilot project	Staff were uninterested in accepting the change

Conclusion

- Business process redesign looks at current process and provides solutions to ensure the existing process is as efficient as can be
 - Business process redesign as several benefits
 - Business process redesign can fail!
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References

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