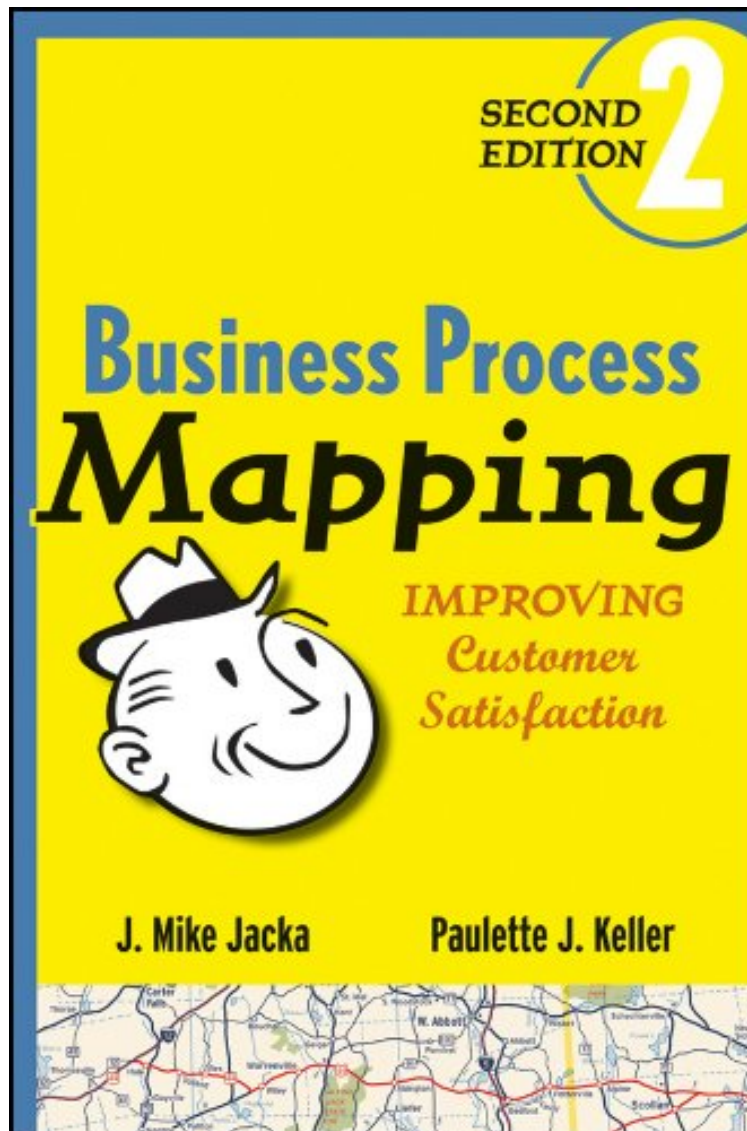


Business Process Mapping: Improving Customer Satisfaction

J. Mike Jacka, Paulette J. Keller

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J. Mike Jacka, Paulette J. Keller : Business Process Mapping: Improving Customer Satisfaction before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Process Mapping: Improving Customer Satisfaction:

0 of 0 people found the following review helpful. This book provides all of the necessary tools to start ...By Melanie Keyser
This book provides all of the necessary tools to start mapping processes from either a customer-centric or project-centric perspective. The applications used help build confidence in mapping projects and the information is more applicable to real-world scenarios than most other process improvement analysis textbooks. This was much more reader-friendly as well in my opinion than other textbooks for this field of study.
0 of 0 people found the following

review helpful. Four Stars
By Donyel G. needed for school
7 of 8 people found the following review helpful. Precise Methods for Gathering Process Data
By Customer
I'm an educator in a midwest insurance company so I related easily to the author's examples which are based on Farmer's Insurance. It is easy to recognize the author's auditing background because their methods are precise and complete. I will use their written experience to conduct classes of my own. I have two observations from the book: 1. Entity types are identified as Process, Unit, Task, and Action. These correspond to Process, Subprocess, Activity, and Step which are somewhat better known; 2. The examples and case study of insurance applications will appeal to those in an identical or similar industry.

Praise For Business Process Mapping: Improving Customer Satisfaction, Second Edition "A must-read for anyone performing business process mapping! This treasure shares step-by-step approaches and critical success factors, based on years of practical, customer-focused experience. A real winner!" —Timothy R. Holmes, CPA former General Auditor, American Red Cross "Paulette and Mike make extensive use of anecdotes and real-life examples to bring alive the topic of business process mapping. From the outset, this book will engage you and draw you into the world of business process mapping. Who would have thought that reading about business process mapping could make you smile? Well, Mike and Paulette can make it happen! Within each chapter, the authors provide detailed examples and exhibits used to document a process. Each chapter also includes a 'Recap' and 'Key Analysis Points' which enable the reader to distill the highlights of the chapter." —Barbara J. Muller, CPA, CFE, Senior Lecturer, School of Accountancy W. P. Carey School of Business, Arizona State University "Keller and Jacka cut through the drudgery of process mapping with a path-breaking approach that enables the reader to better understand processes, how they work and how they work together toward successful achievement of business objectives. With great style and flair, this book will provide you with a different way of thinking and new tools to assist you in process analysis and improvement. This book is a must-read for auditors, risk managers, quality improvement management, and business process engineers." —Dean Bahrman, VP and Internal Audit Director (Retired) Global Financial Services Companies "Mike Jacka and Paulette Keller show their expertise with the application of business process mapping in increasing customer service and satisfaction in this updated and expanded edition of this popular book. With clear, practical examples and applications, this book shows the writing talents of both authors, and it will be used over and over by those from all lines of industries and professions. Kudos for a job well done!" —Joan Pastor, PhD, Founding Partner, Licensed Industrial-Organizational Psychologist JPA International, Inc., Beverly Hills, California

From the Inside Flap
Whether you are looking for a way to create efficiencies, analyze the work that is being done, or provide better customer service or innovation, you are ultimately looking for a tool to better understand processes. A full and complete introduction to organizational processes, growth, and business transformation, Business Process Mapping: Improving Customer Satisfaction, Second Edition is that tool. Now providing more detailed work and examples related to customer mapping and enterprise risk management (ERM), the Second Edition focuses particularly on how objectives, risks, and key performance indicators are fundamental to understanding and analyzing processes. Its case studies and a wide range of new tools, including RACI matrices, "spaghetti" maps, and the use of control flowcharts, enhance and enrich the basic work done to get you successfully mapping using a more robust approach to process analysis. Starting with a concept that is the cornerstone of moviemaking—storyboarding—the Second Edition walks you through the steps used in process mapping, including: Working with the client to ensure that everyone has a full understanding of the processes involved