

Praxishandbuch Prozessmanagement: Kundenorientierung, Modellierung, Optimierung

In today's competitive business environment, organizations must continuously strive to improve their processes to remain competitive and meet the evolving needs of their customers. Praxishandbuch Prozessmanagement provides a comprehensive guide to help organizations implement customer-oriented process management, enabling them to streamline operations, enhance efficiency, and deliver exceptional customer experiences.



Praxishandbuch Prozessmanagement: Kundenorientierung, Modellierung, Optimierung

by Peter Posluschny

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Chapter 1: Customer-Oriented Process Management

This chapter lays the foundation for customer-oriented process management, emphasizing the importance of understanding customer

needs and aligning processes to meet those needs. It discusses key principles and concepts, such as customer journey mapping, value stream mapping, and process mapping.

Chapter 2: Process Modeling

Process modeling is a critical aspect of process management, providing a visual representation of processes and their interactions. This chapter introduces various modeling techniques, including Business Process Model and Notation (BPMN), Event-Driven Process Chain (EPC), and Petri nets. It also covers best practices for process modeling and documentation.

Chapter 3: Process Optimization

Once processes are modeled, they can be analyzed and optimized to improve efficiency and effectiveness. This chapter explores process optimization techniques, such as lean principles, Six Sigma, and Theory of Constraints. It also discusses tools and techniques for process simulation and performance measurement.

Chapter 4: Implementation and Monitoring

Successful process management requires effective implementation and ongoing monitoring. This chapter provides a step-by-step guide to implementing process improvements, including change management strategies, communication plans, and training programs. It also covers performance monitoring metrics and continuous improvement practices.

Chapter 5: Case Studies

To illustrate the practical application of customer-oriented process management, this chapter presents real-world case studies from various

industries. These case studies demonstrate how organizations have successfully implemented process improvements to enhance customer satisfaction, reduce costs, and gain a competitive advantage.

Praxishandbuch Prozessmanagement is an invaluable resource for organizations seeking to implement customer-oriented process management. By following the principles and techniques outlined in this guide, organizations can streamline operations, enhance efficiency, and deliver exceptional customer experiences. This comprehensive guide empowers organizations to stay competitive and thrive in the ever-changing business landscape.



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