

# Process digitization in customer service

## Customer

European Abrasives Manufacturer

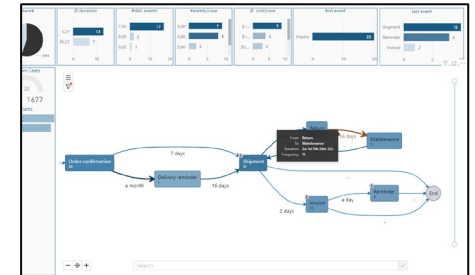
## Challenges

- Restructuring of the entire Customer Service area and centralization to three locations were carried out
- Historically grown, national individual processes led to capacity limits of the teams on site
- Introduction of standard processes should lead to reduction of complexity and increase in efficiency

## Approach

As a basis for the reorganization of Customer Services, a new business process model and standard processes were developed and documented in a suitable BPM tool. Using a process mining solution, actual processes were visualized transparently (data-based process analysis). Optimization potentials were identified and implemented through target-actual-delta analyses. Suitable sub-processes and process steps were automated using a suitable approach.

- 1 Structuring & documentation of a uniform business process model and modeling of the target processes
- 2 Implementation of a state of the art process mining solution & training of the operations team
- 3 Data-based analysis of target/actual process deviations by means of process mining & subsequent process optimizations
- 4 (Partial) automation of selected standard processes



## Results

Process mining solution as a tool for process analysis enables continuous identification of optimization potential in all business areas



Efficiency and capacity increases in customer service



Newly established, lean standard processes



Implemented process mining solution & trained operations team