



Business Process Mapping Workbook: Improving Customer Satisfaction

By J. Mike Jacka, Paulette J. Keller

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A holistic approach to harnessing a company's processes to achieve true customer satisfaction

Every move that a corporation makes is a mixture of input, action, and output—in short, a process. To keep customers, employees, and shareholders happy, corporate management must juggle conflicting priorities. These competing priorities result in conflicting processes. To help achieve true customer satisfaction, management needs tools that allow for a holistic approach to analyzing these processes. This book provides that tool. It shows corporations how to analyze and enhance their critical processes in order to deliver the highest level of service to their internal and external customers. Providing a clear understanding of what process mapping can do for a company as well as practical applications for each step in process mapping, this useful guide outlines a proven method for assuring better processes and building a more customer-focused company.

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Editorial Review

From the Inside Flap

Business Process Mapping Workbook

Improving Customer Satisfaction

Workbook For The Second Edition

J. Mike Jacka and Paulette J. Keller

From the Back Cover

Learn business process mapping-step by step.

If you want to build up your process-mapping skills, the best way is by doing the mapping. *Business Process Mapping Workbook: Improving Customer Satisfaction* clearly guides you through all the various steps involved in successfully performing a business process map to get you mapping on your own. This hands-on workbook includes a completed case study that serves as the basis for a number of exercises showing how the process mapping is actually performed.

All the details of process mapping are here, along with exercises to help you understand the specific requirements within a process-mapping project. In addition, you'll have the opportunity to put everything together at the end of each chapter by working through a comprehensive example.

Allowing you to successfully work-start to finish-on an entire process map, this practical guide is designed to accompany Jacka and Keller's *Business Process Mapping, Second Edition* and includes all the new applications discussed in the Second Edition.

Filled with essential tools for quick reference, *Business Process Mapping Workbook: Improving Customer Satisfaction* enables you to not only read the solutions, but to also confidently work through the exercises with practical applications to lead you to process mapping success.

About the Author

J. Mike Jacka, CPA, CIA, CFE, CPCU, has over twenty-five years' experience in Internal Audit. In his current role as Senior Audit Manager over Special Projects at Farmers Audit Insurance, he identifies and develops processes, programs, and procedures that help provide greater value to Internal Audit's customers. He has written numerous articles for professional publications and is a popular speaker on many subjects related to internal auditing.

Paulette J. Keller, CPA, CIA, MBA, has worked in the insurance industry for over twenty-five years. Most of that time has been in Internal Audit, but she has also worked with Claims, Quality Control, and Life Company Special Projects. Currently, she is the Director of Audit Data Analytics with Farmers Insurance where she has responsibility for coordinating the retrieval and analysis of company data to be used in all audit analysis, including the embedding of data analytics throughout the audit work. She is a sought-after speaker and instructor in such areas as operational auditing, value-added approaches, and data analytics.

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