



UNDERSTAND



DIAGNOSTIC

Diagnostics

Walking the Process

Part of our diagnostic approach to understanding business issues is to 'walk the process', which involves undertaking a step-by-step audit of the organisation's key business processes. Utilising the specialist cross-sector knowledge of our advisers, we are able to identify the likely 'Moments of Truth' for customers and pain-points for the business.

We focus on issues such as:

- The customer centricity of business processes:
 - ◇ Are the processes designed for the ease of the business or the customer?
 - ◇ Too many steps?
 - ◇ The right steps?
- Where is value demand and failure demand generated?
- Functional hand-offs

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