



- 80% of CEO's believe their brand provides a superior customer experience
- only 8% of the customers agree



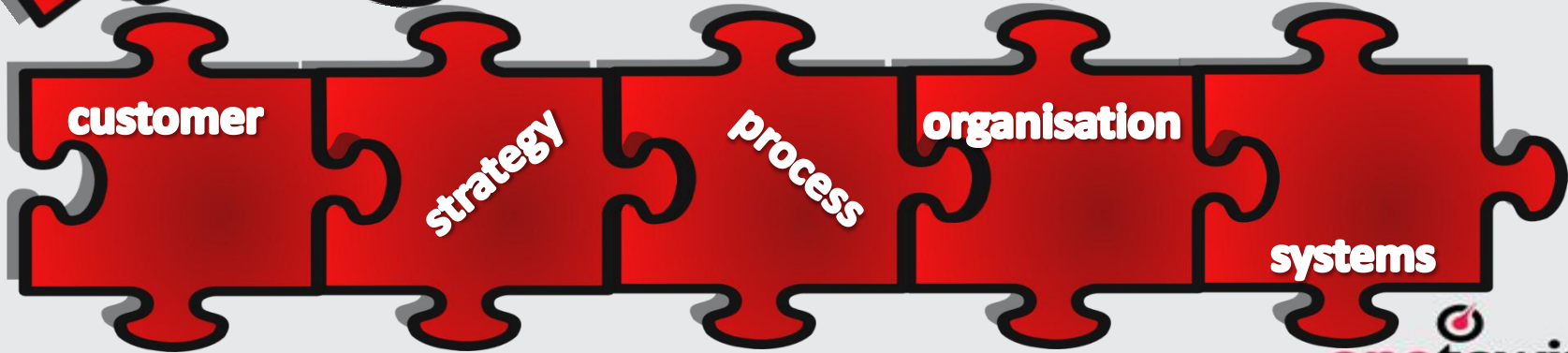
where is your customer's voice?



from:



to:

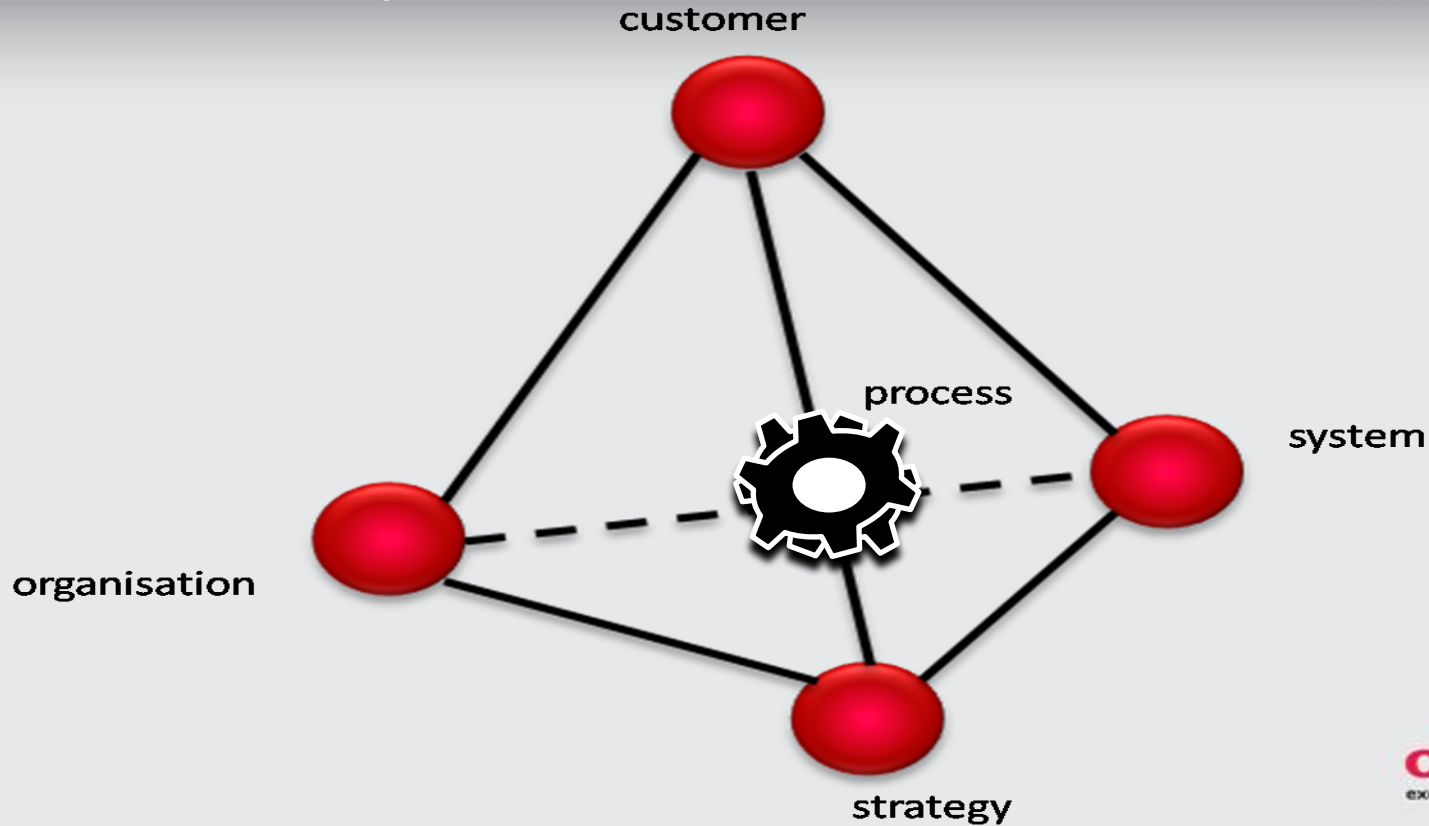




- too many managers have become so specialized and internally focused, that they don't think in the company's big picture



who drives your business?



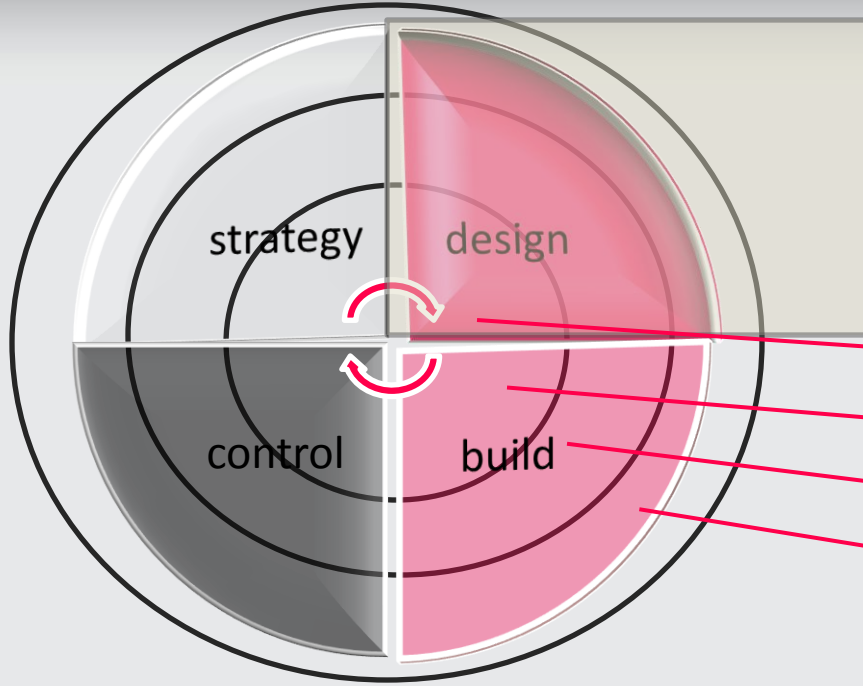
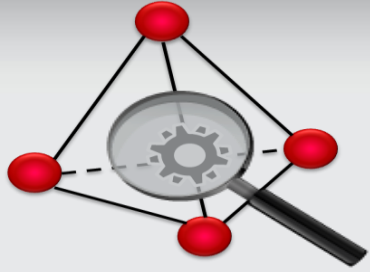


- 90% of businesses are unable to execute the strategy they have on paper
- 70% of businesses project a performance target that will never be attained





how do you perform?



classic bpm

- think
- build
- run
- sustain

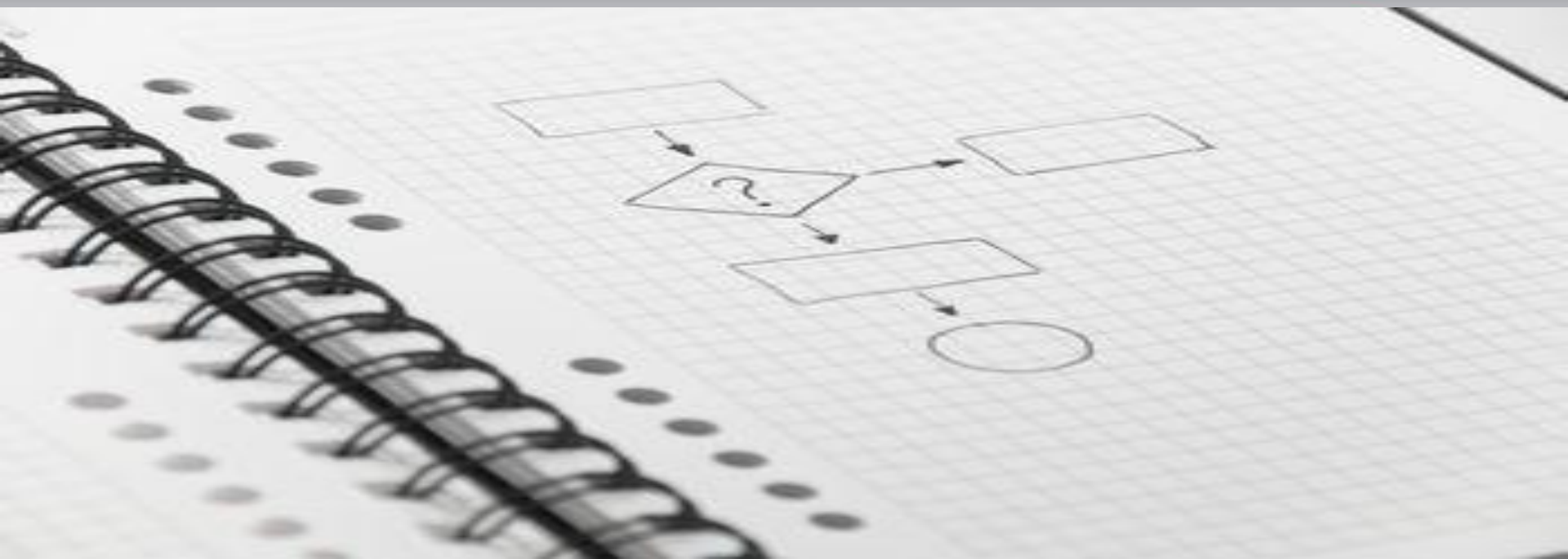


- it's all about the customer experience



steve jobs

where is your customer?



improve or remove!





pragmatic & no-nonsense

change

success

cases



- **utilities, customer services department:**
 - deploy end to end process kpi's to manage optimal customer experience
 - set-up a comprehensive business architecture reflecting the customer and business needs
 - set up a process management department and “body of knowledge”
- **public transport:**
 - reengineer functionalities of an existing “on demand transport” application

cases



- **banking, customer services department:**
 - set up new and secure way of working for customers online banking application
- **government:**
 - integrate different departmental processes into one customer centric web based service
- *more cases on demand*

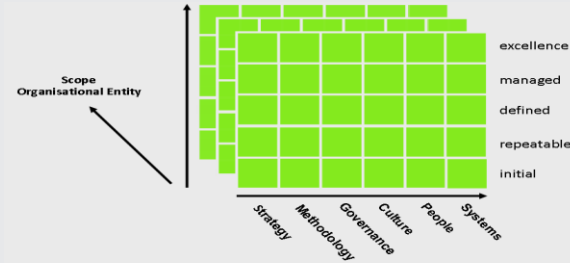
what can we do for you?



I would like to kick-start things but my colleagues just don't seem to see the benefits of it all...

we're getting there, but are we on the right track?

we definitely want to put the customer in the middle, but where to start?



let's talk...



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