Analysis

Modifying Business Processes for the New Different

Dr Gregor Joeris

Biography

Dr. Gregor Joeris is CTO of SER Group https://www.sergroup.com), which specializes in designing digital solutions for intelligent information and process management. In addition to his role as a Managing Director of SERgroup Holding International GmbH, Dr. Joeris is also the innovative mind behind SER's technologies and products.

As the Chief Technology Officer and a Managing Director of SER Software Technology GmbH, Dr. Joeris is responsible for the design and further development of SER's flagship product Doxis4.

Dr. Joeris studied Computer Science at RWTH Aachen University and received his PhD in Bremen, Germany.

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Abstract

As CEOs look to transform their enterprises and drive new business models forward to thrive in the digital economy, addressing business process management issues has never been more critical. Aligning an organization's processes to achieve its goals.

Digital transformation is designed to increase efficiencies, performance, and productivity within a compliant framework to provide a more personalized experience in an increasingly dynamic environment. However, successful transformation depends on the continual improvement of processes and seamlessly integrating them into the overall infrastructure and content, explains the author of this article.

Introduction

It is paramount that CEOs can re-work their business processes to get clarity on strategic direction for the business moving forward. This short and long-term view is invaluable in better managing an enterprise's resources and day-to-day operations. However, unless an enterprise can adapt its processes to make it as

agile and flexible as possible to meet growing digital demands from customers and users, it will find it hard to survive.

In addition to enhancing the customer experience, improved business processes also enable enterprises to scale and deal with disruption, be it a global health crisis like the one we have just seen or via start-ups and other marketplace disruptors.

However, this can be difficult to achieve if business processes are developed in silos and can't or don't integrate with disparate parts of the business properly. Furthermore, the headache gets bigger if supporting documents and other content are not managed seamlessly and intelligently.

Solving real-world business problems

A good example is the Insurance claims handling process. This is both resource-intensive activity and one that needs to be managed accurately and methodically to ensure a positive customer experience. Especially as on many occasions, this could be a highly stressful time for the claimant if they claim to be dealing with a break-in or car accident, for example.

Insurance claim handling is the kind of activity service providers would like to pinpoint for automation if they could work out a way of efficiently sorting routine
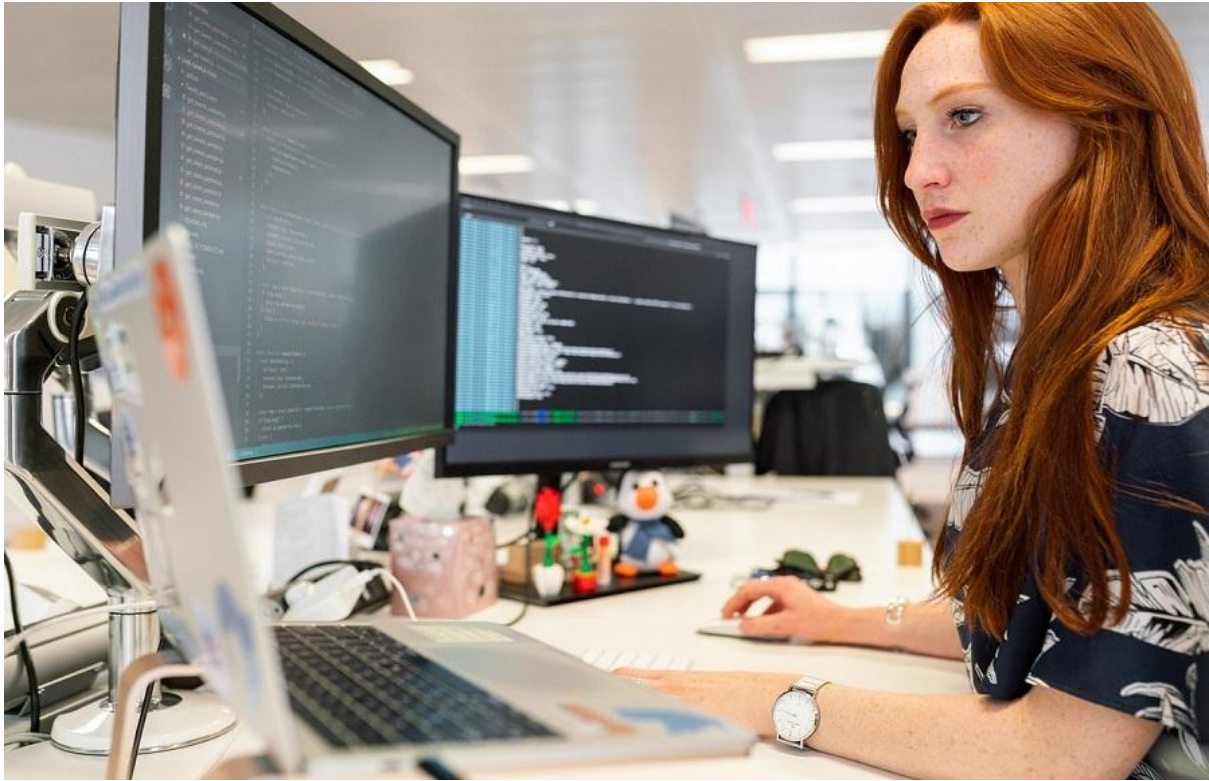
from more complex claims. At the same time, they provide customers with greater choice in terms of self-service and control over their claims. This approach depends on teams or automated capabilities to call up content precisely as part of the overall workflow.

Supporting innovation in the back office

If users have to switch between IT systems and screens to achieve this interoperability, any leap in the automated process will be hobbled. It is essential that users can manage business processes and supporting content from the same platform. This will also open the doors to innovation such as content sentiment analysis to help prioritize response to disgruntled customers or allow clients to upload their claim forms and supporting photos to speed up the claims process.

Given that the teams currently handling these workloads have an overarching understanding of case complexities and are the subject experts, it follows that their knowledge and experience are essential for any insurance company CIO to tap into when it comes to managing claims processes. This is precisely the type of adaptive approach CEOs should be aiming for, instead of building inflexible new processes and trying to squeeze everyday operations into them.

To make the most of opportunities in the digital economy, it is essential for all businesses regardless of the sector they are in, to keep business processes solid but flexible. Thus, allowing for them to adapt to an ever-changing marketplace.

Connecting processes and content

An enterprise can only be as agile and elastic as its processes allow. So putting down the cornerstones for next-generation business process management must begin with a platform that can link processes and relevant content. One that correctly delivers the right content to the right person in the proper context so they can complete the task skillfully and on deadline.

Where legacy investments are stalling transformation, CEOs should look at a holistic solution that retains the value of existing document management repositories, Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) systems via direct integration to exploit this rich data set across the business.

Content federation, using virtual/external information objects to create a 360° view of diverse information stored across legacy back-office systems and intelligent information management to provide a single location for the user to find all enterprise data. This also provides a way for content from other line-of-business applications to be utilized. It could even be viewed as the first step to system consolidation.

Getting more from your processes

CEOs can't escape the fact that optimizing processes is central to a successful digital transformation. As a result, process improvement is now front and centre of an enterprise's competitive advantage.

Taking a new, flexible approach where documents, content, and data are seamlessly integrated across the enterprise, providing access where and when needed is core to an enterprise achieving its digital objectives.

Reference

For a fuller discussion of the opportunities for holistic BPM/ECM transformation, SER Group has produced a comprehensive guide available for download from its website at https://www.sergroup.com/en/?utm_source=ITforCEO_press&utm_medium=referral&utm_campaign=BPM_guide