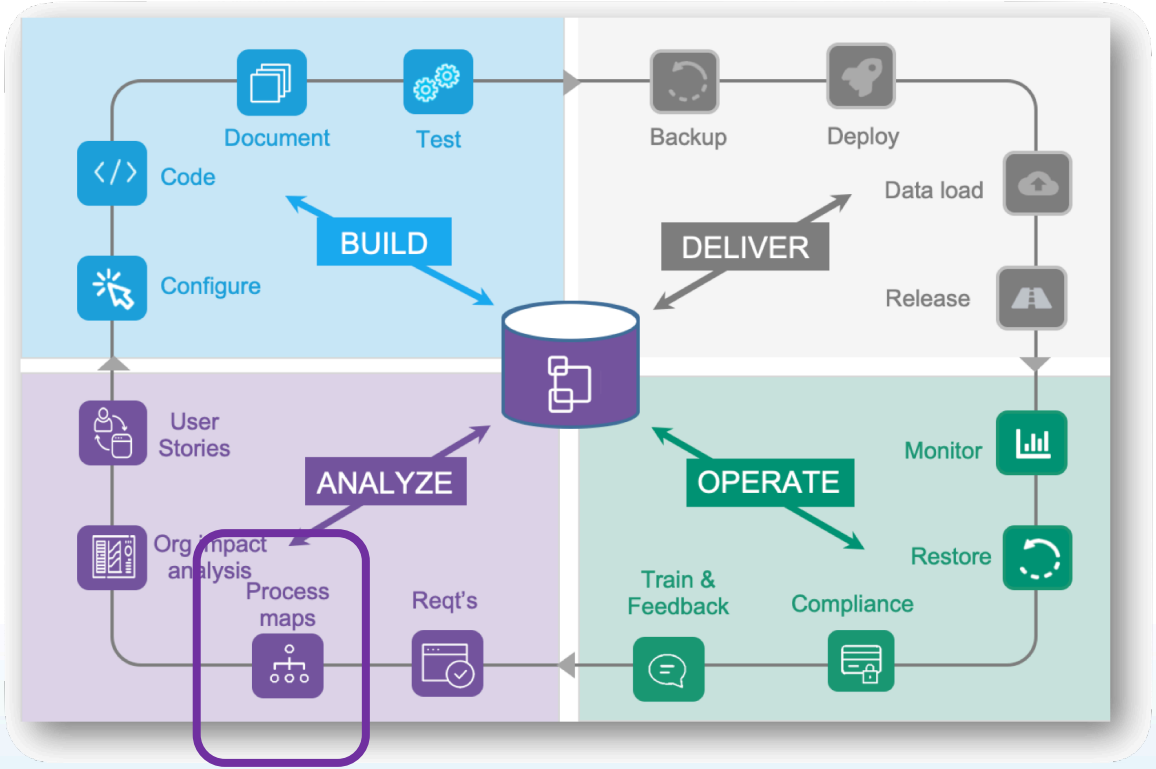
Business Process Mapping

IAN GOTTS CEO, ELEMENTS.CLOUD
ian@elements.cloud, @iangotts

Implementation Lifecycle

Adoption
Agility
Trust



Implementation Lifecycle: Analysis

Feedback
SOW
Suggestions
Random wishes
A few gems

Capture requirements

Raw reqts

Validated and new reqts

Map processes

Final reqts

Write user stories

User stories

Configure, code & test

User stories

Analyze impact on Org

Impact analysis

What format / style?

Process mapping
BPMN
UML
Architecture diagrams
Value Stream Maps
Flowcharts
SIPOC
Customer Journey Maps

Who is your audience?

Pic: Fallon Michael, Unsplash.com

Based on the audience

Process mapping

~~BPMN~~

~~UML~~

~~Architecture diagrams~~

~~Value Stream Maps~~

Flowcharts

SIPOC

Customer Journey Maps

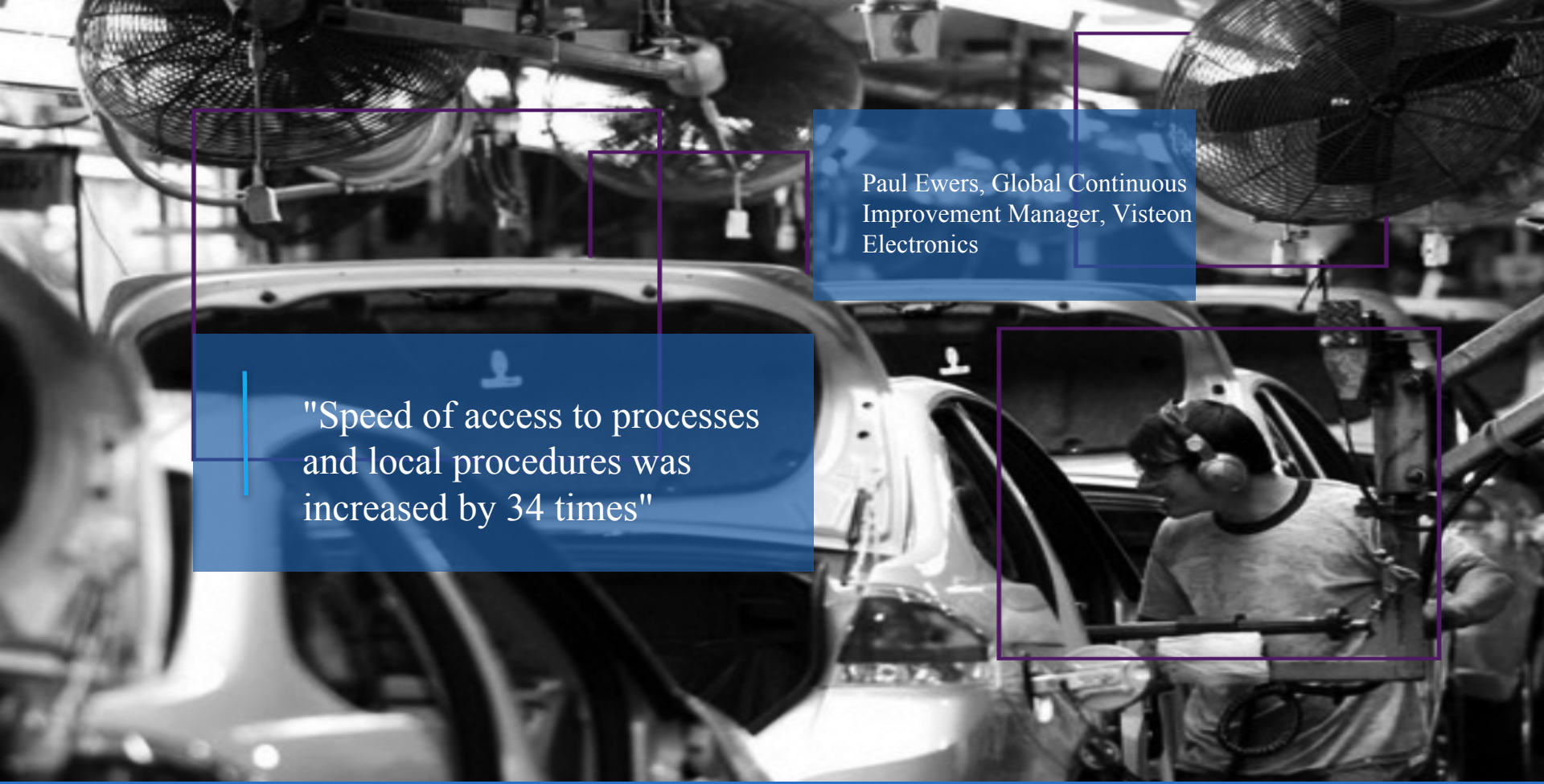
UPN Universal Process Notation

Lionel Lechot, Program Director
for Continuous Excellence GLOBE
Nestle

”End to end process thinking to break functional silos is absolutely critical for our company to deliver our Nestle model"

Benefits of process mapping via UPN

Disclosure, they are not an Elements.cloud customer



Paul Ewers, Global Continuous Improvement Manager, Visteon Electronics

"Speed of access to processes and local procedures was increased by 34 times"

Benefits of process mapping via UPN

Disclosure, they are not an Elements.cloud customer

Jim Boots,
BPM Leader, Chevron

"A process model helps articulate and pinpoint shortcomings in ways that are simply not possible when relying on language alone"

Benefits of process mapping via UPN

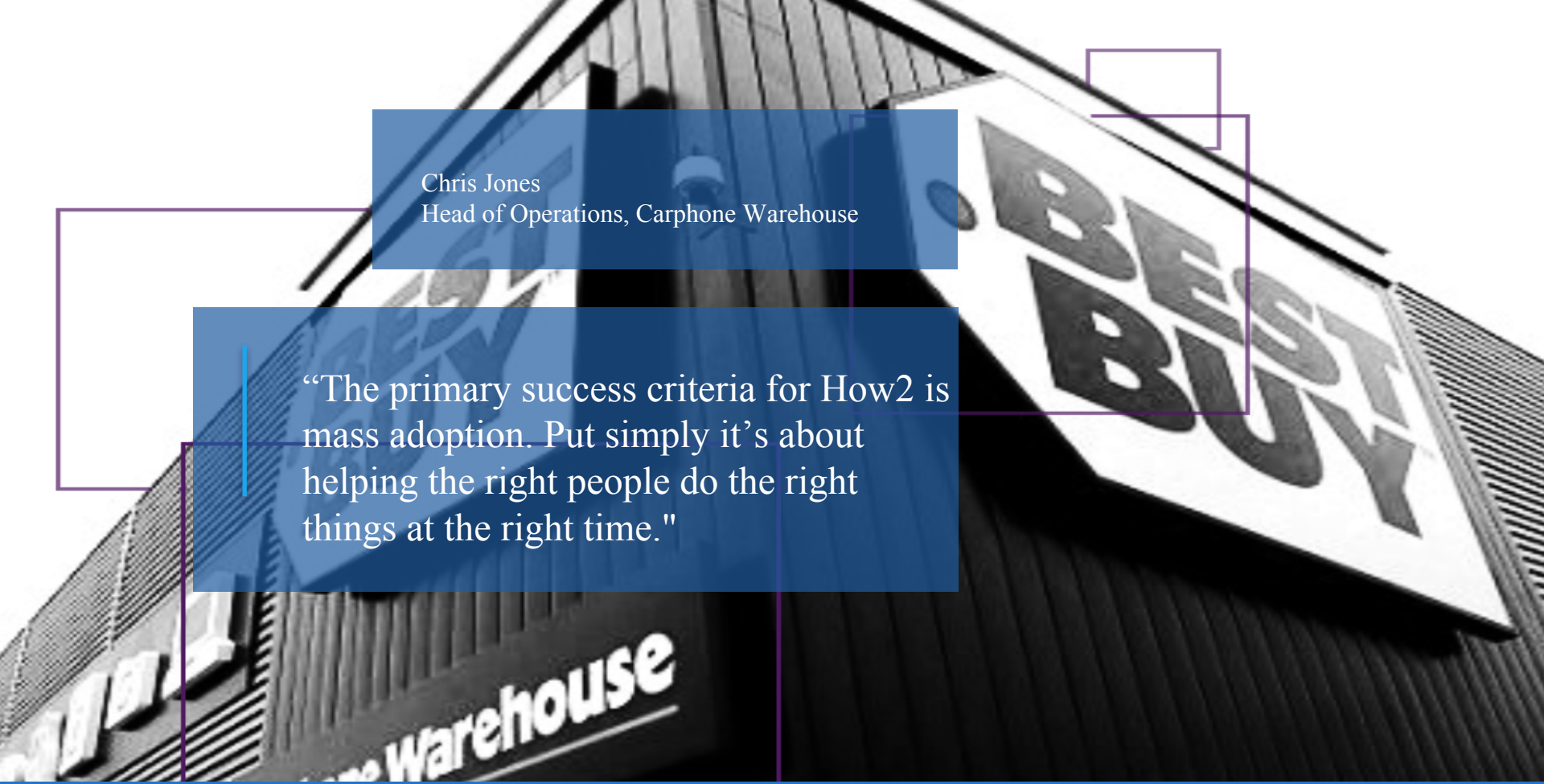
Disclosure, they are not an Elements.cloud customer

Eric Werson
Program Director, ING

”Our cost per transaction has reduced from €16 to €3, and we have exceeded our target for automatic processing"

Benefits of process mapping via UPN

Disclosure, they are not an Elements.cloud customer



Chris Jones
Head of Operations, Carphone Warehouse

"The primary success criteria for How2 is mass adoption. Put simply it's about helping the right people do the right things at the right time."

Benefits of process mapping via UPN

Disclosure, they are not an Elements.cloud customer

Billy Evans, Head of Derivative Settlement Operations
JP Morgan Investment Bank

"If we had had our processes up-to-date when we started the restructure, we could have executed it in half of the time that we did."

Benefits of process mapping via UPN

Disclosure, they are not an Elements.cloud customer

Joe Jenkins,
GM UK & Ireland, Twinings

”It is away of creating a step change in our ways of working as we look for new and innovative ways of staying ahead"

Benefits of process mapping via UPN

Disclosure, they are not an Elements.cloud customer

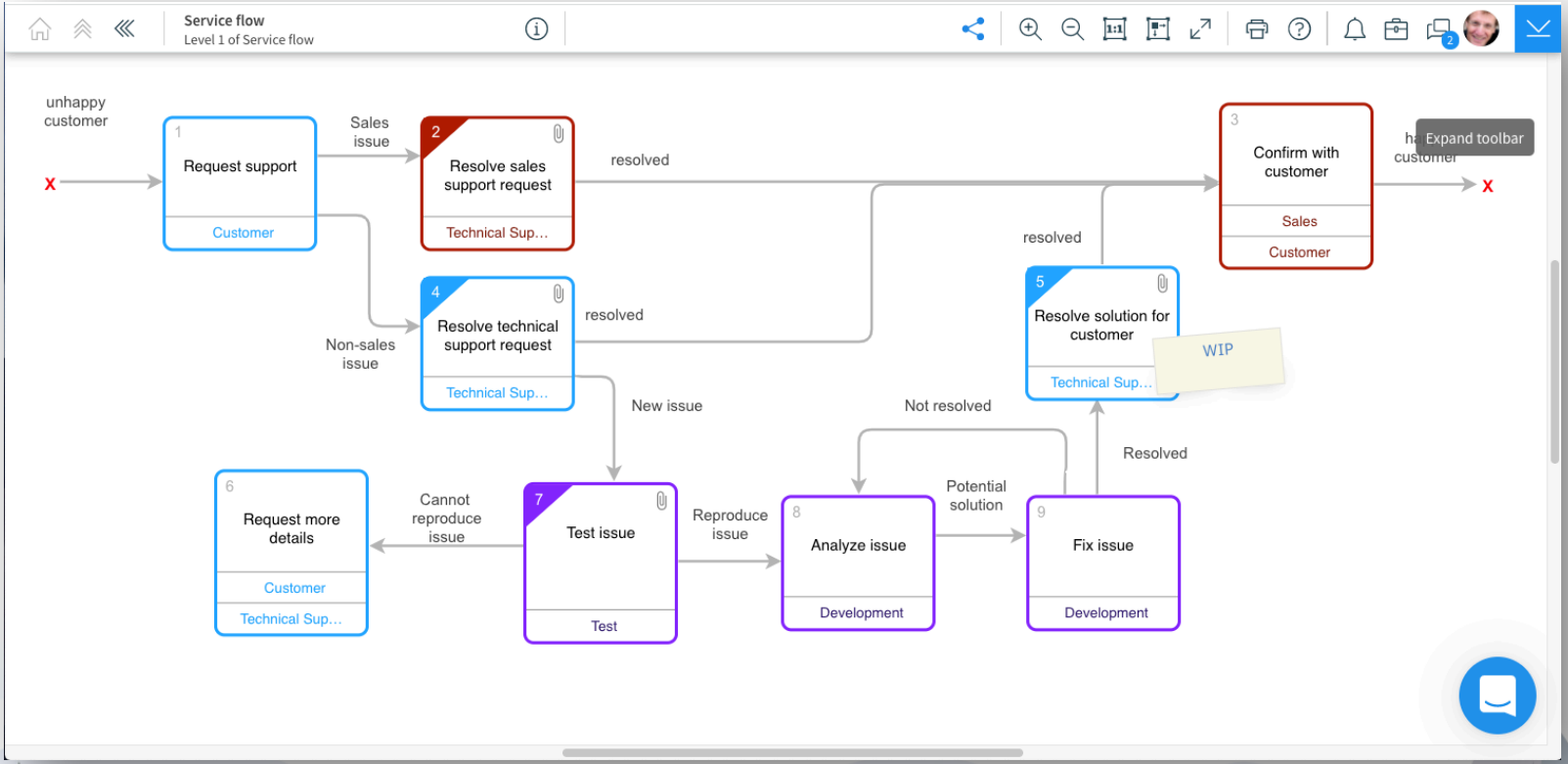
Eddie McDermott, EMEA Operations Director,
New Balance Athletic Shoes

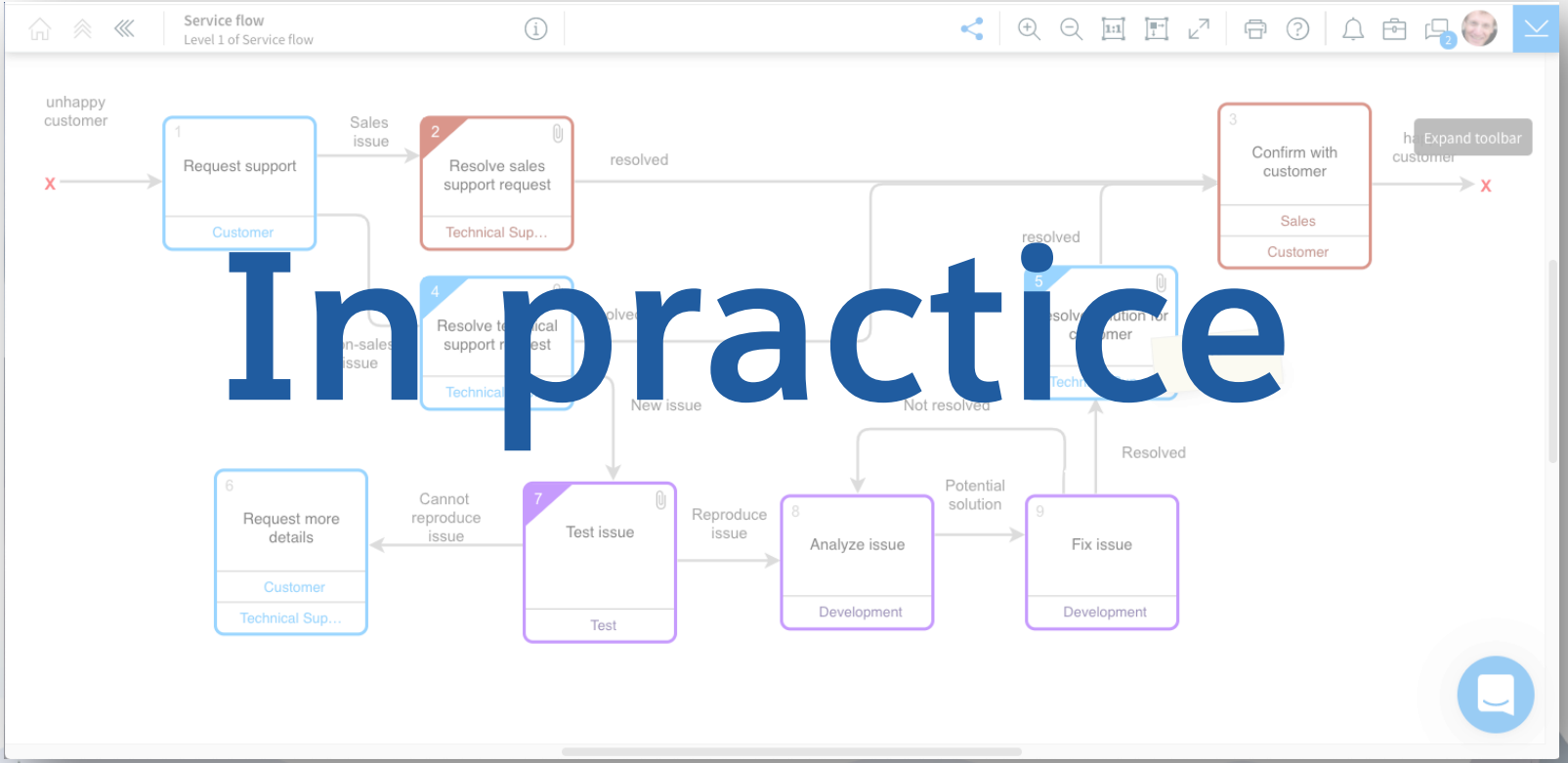
> “We’ve achieved really dramatic improvements in terms of processing time and reduction of outstanding debt. "

Benefits of process mapping via UPN

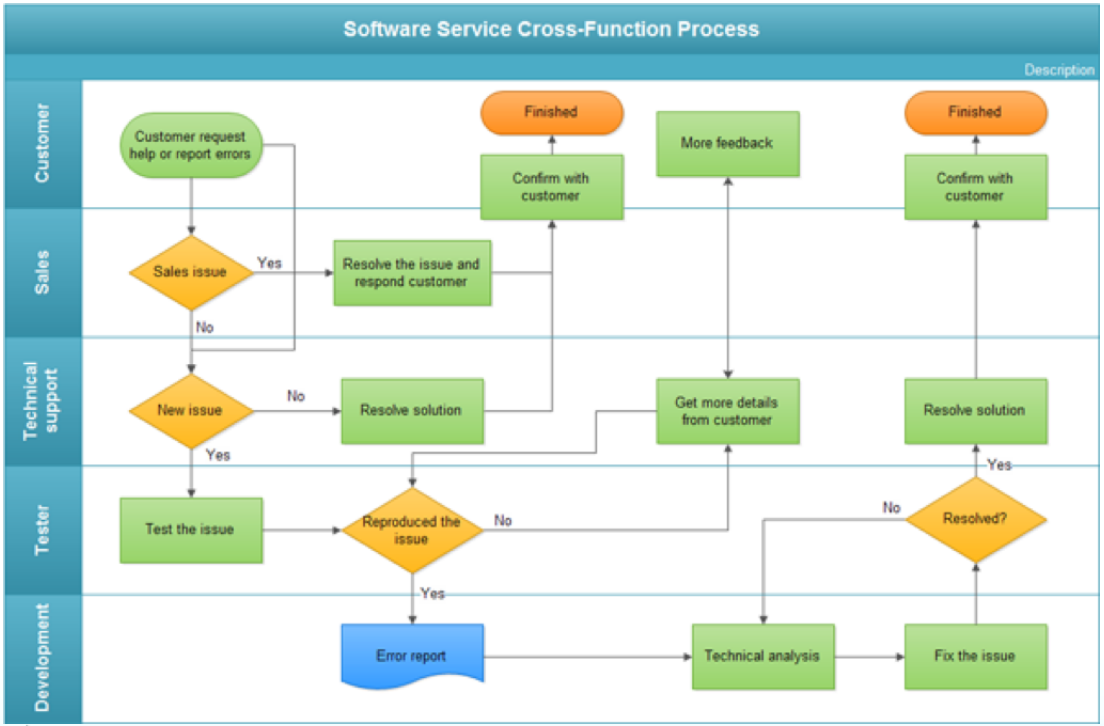
Disclosure, they are not an Elements.cloud customer

Process Mapping (UPN)

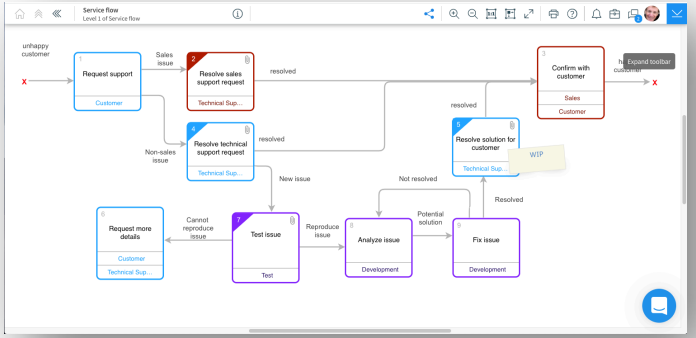


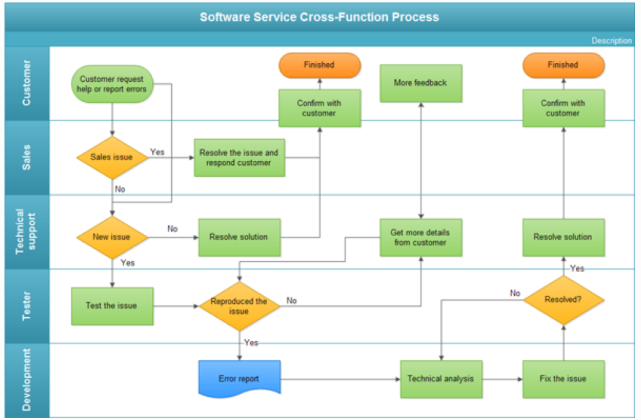

Service flow
Level 1 of Service flow
unhappy customer
1
Request support
Customer
Sales issue
2
Resolve sales support request
Technical Sup...
resolved
3
Confirm with customer
Sales
Customer
Expand toolbar
resolved
4
Resolve technical support request
Technical
5
Technical
New issue
Not resolved
Resolved
6
Request more details
Customer
Technical Sup...
Cannot reproduce issue
7
Test issue
Test
Reproduce issue
8
Analyze issue
Development
Potential solution
9
Fix issue
Development
In practice

Traditional flowcharts



Process Mapping vs flowchart





Easier to read: Logical left to right, fewer boxes
Easier to embed in SF: More compact
Supports all audiences: More complete information

Takeaways

- ☑ Business benefits, not just precursor to SF implementation
- ☑ Mapping takes time, but accelerates implementation
- ☑ Basis of continuous business improvement

Resources

Free - drawing process maps
elements.cloud, draw.io, pen/paper
Training: train.elements.cloud/ba
Contact: ian@elements.cloud @iangotts

Q & A

thank you
BLAZE YOUR TRAIL
salesforce