



BP Group

Why you need the

CERTIFIED

PROCESS

PROFESSIONAL

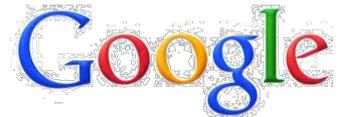
Welcome to...

**PROCESS
TRANSFORMATION
TRANSFORMED**



TRANSFORMERS

Who is using these tools & techniques?



NORDSTROM



ZARA



BENTLEY



IndiGo™

and many more

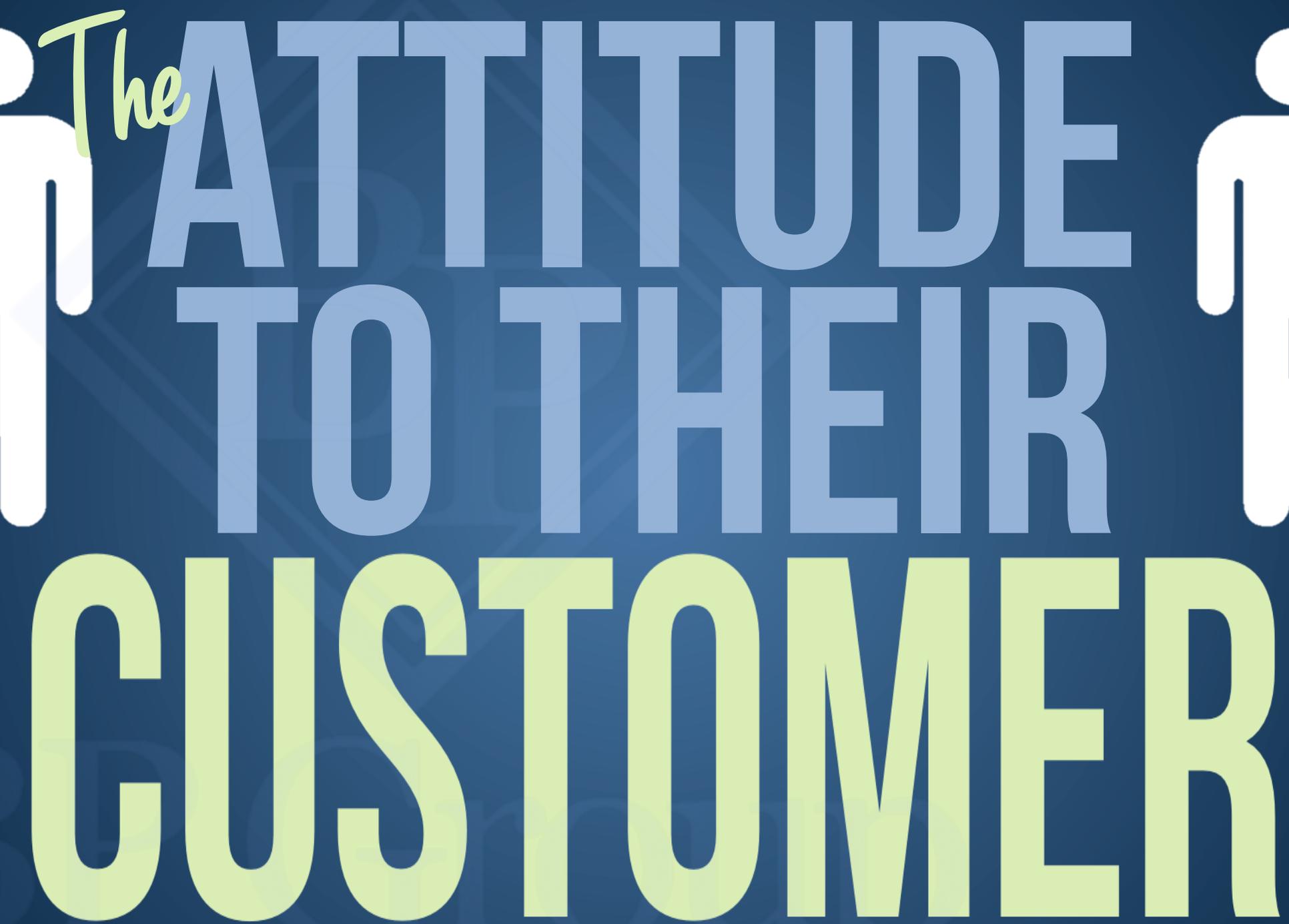
But why don't they have anything in common?

DIFFERENT SHAPE

DIFFERENT SIZE

DIFFERENT INDUSTRY

**THE ONE THING
THEY ALL HAVE
IN COMMON IS...**



The

ATTITUDE

TO THEIR

CUSTOMER

**CUSTOMER
EXPERIENCE IS NOW
THE SINGLE MOST
IMPORTANT BUSINESS
IMPERATIVE...FACT**

PRG Group

CUSTOMER
EXPERIENCE
THE
IMP
IMP

W
SS



**MANY COMPANIES
CLAIM TO
UNDERSTAND
CUSTOMER
EXPERIENCE,**

**MANY COMPANIES
CLAIM TO
UNDERSTAND
CUSTOMER
EXPERIENCE**



**BUT NO ONE
UNDERSTANDS IT
LIKE US...FACT**

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BUT NO ONE
UNDERSTANDS IT
...FACT

The Truth
Just Ahead

**WHO'S RESPONSIBILITY
IS CUSTOMER
EXPERIENCE?
MARKETING, CUSTOMER
SERVICES, PRODUCT
DEVELOPMENT?**



WHO'S RESPONSIBILITY
IS CUSTOMER
EXPERIENCE?
MARKETING, CUSTOMER
SERVICES, PRODUCT
DEVELOPMENT

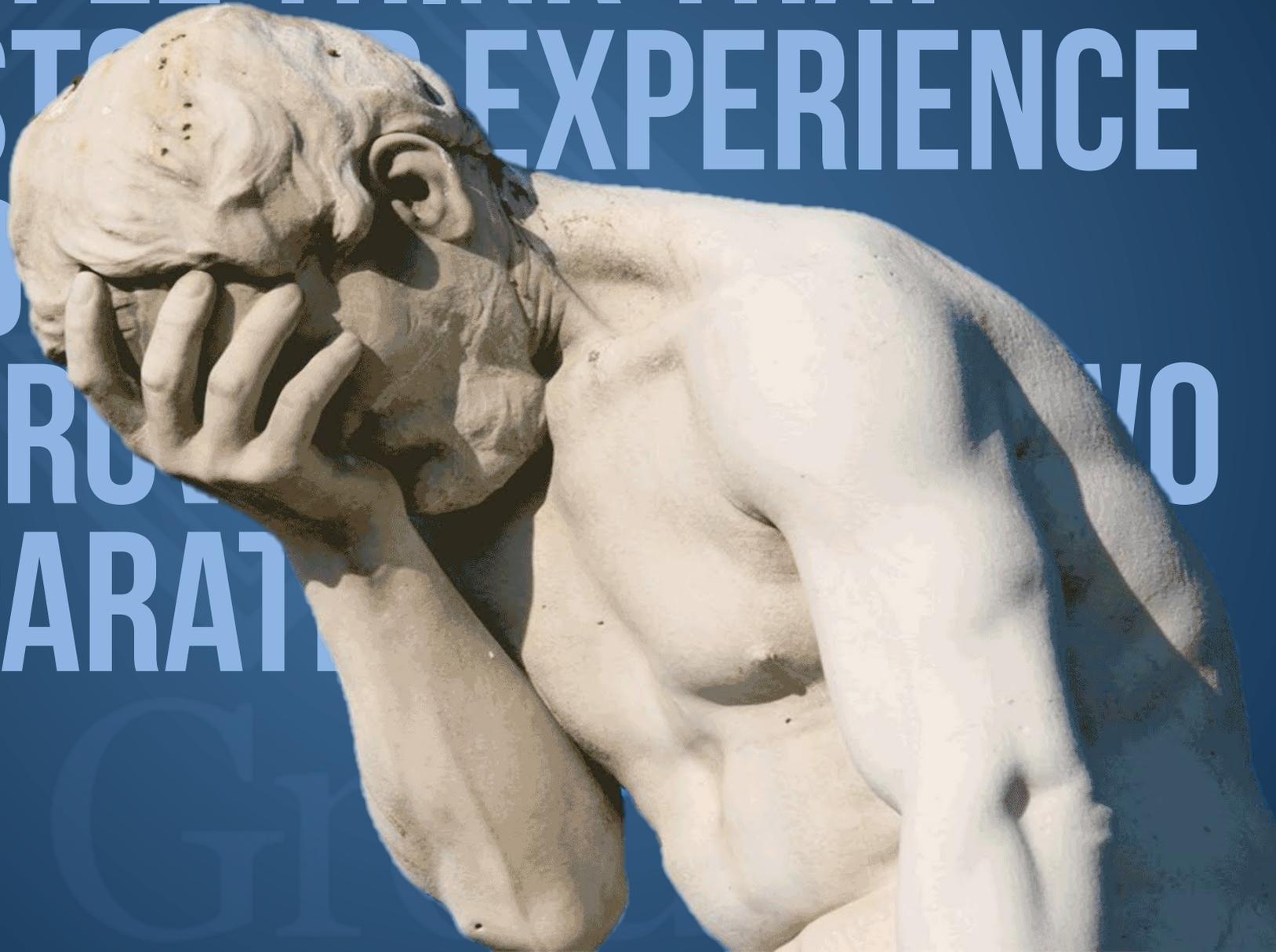
EVERY
BODY

**EVERY
BODY...FACT**

**PEOPLE THINK THAT
CUSTOMER EXPERIENCE
AND PROCESS
IMPROVEMENT ARE TWO
SEPARATE THINGS...**

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PEOPLE THINK THAT
CUSTOMER EXPERIENCE
AND
IMPROVING
SEPARATE



WO

**THEY
COULDN'T
BE MORE
WRONG**

THEY
CAN
BE
WRONG

Wrong!

**IT'S NOT
COMPLICATED**

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'S COMMUNICATED



**THE SUM OF
ALL OF YOUR
PROCESS =**

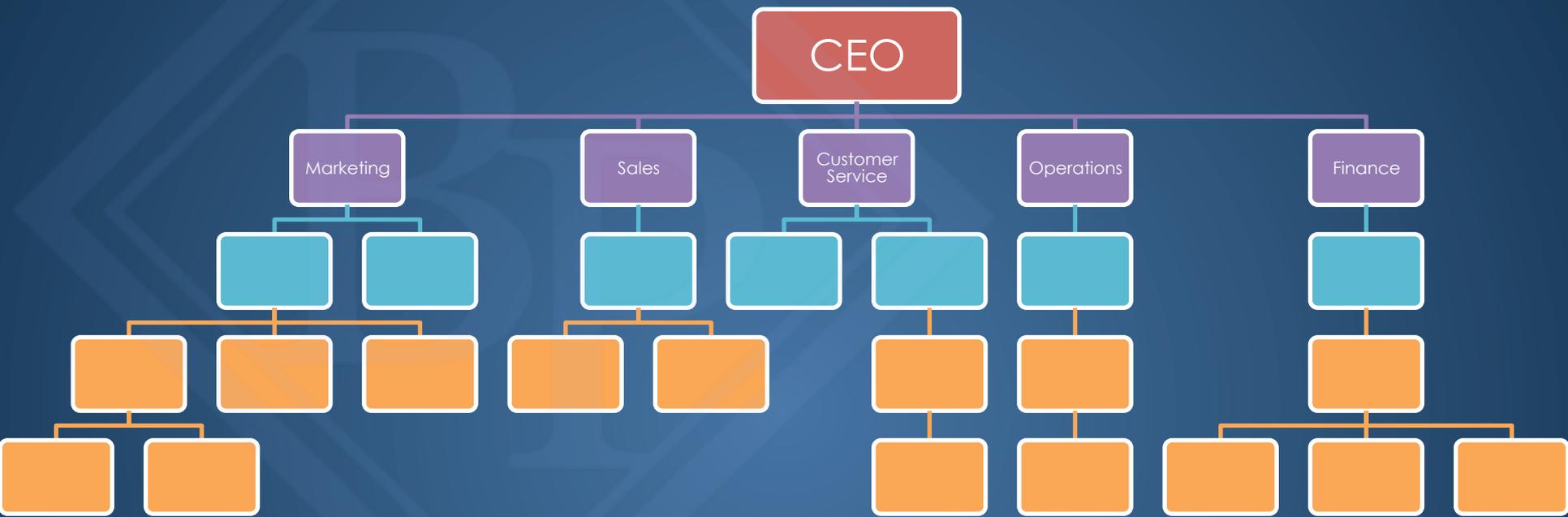
**YOUR
CUSTOMER
EXPERIENCE**

WHAT SHAPE IS YOUR ORGANIZATIONAL STRUCTURE?

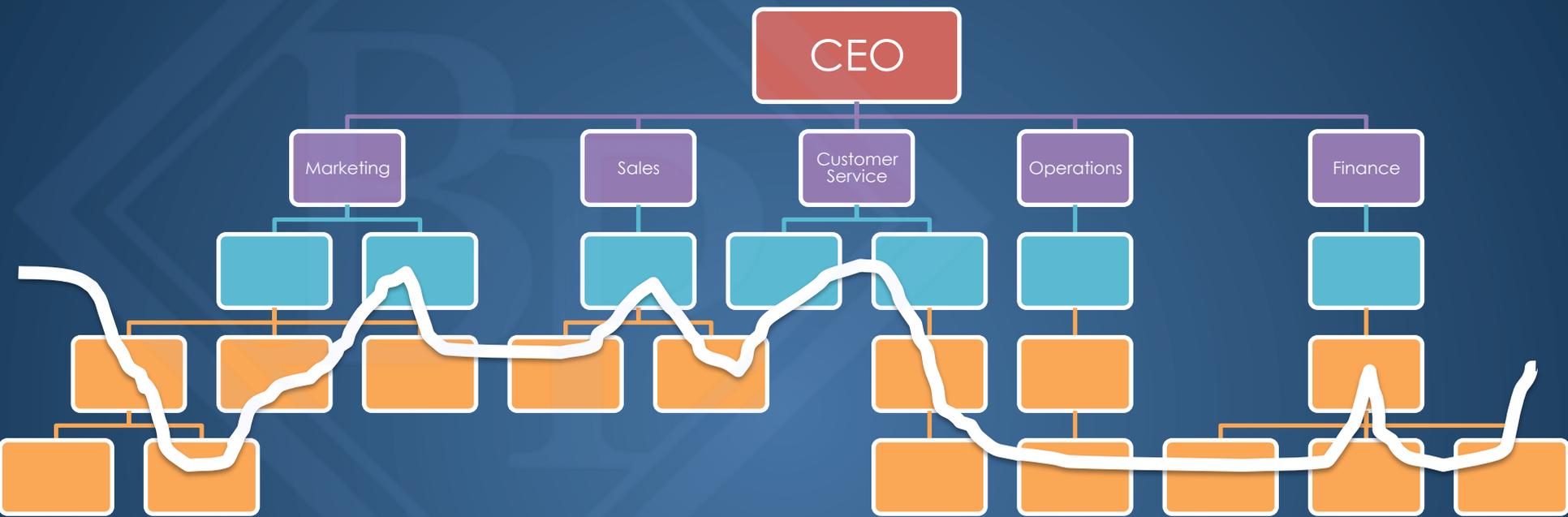
Think about it...

A PYRAMID?

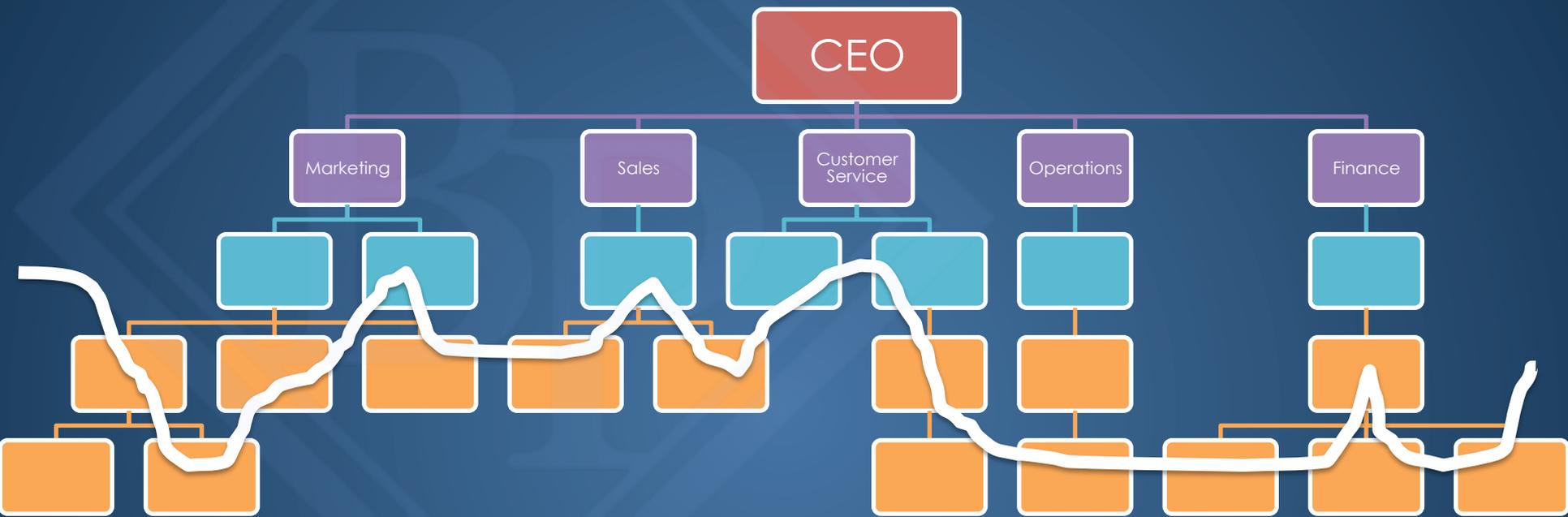
Think about it...



**OUR ORGANIZATIONS
ALL LOOK THE SAME**



**PROCESSES DESPERATELY TRY
TO FIT IN & WORK AROUND
THESE INDUSTRIAL AGE STRUCTURES**



**BUT WHAT IS
MISSING?**

WHERE IS THE CUSTOMER

????????????????????

**WE'RE ALL SO FOCUSED
ON OUR OWN
DEPARTMENT SUCCESS
THAT WE HAVE
FORGOTTEN ABOUT
CUSTOMER SUCCESS**

**WE'VE ALL GOT
"THE CUSTOMER
ISN'T MY JOB"
SYNDROME**

WE'VE GOT
"THE SUMMER
ISN'T A JOB"



**BUT
THERE IS
A CURE**



BUT
THERE IS
A CURE

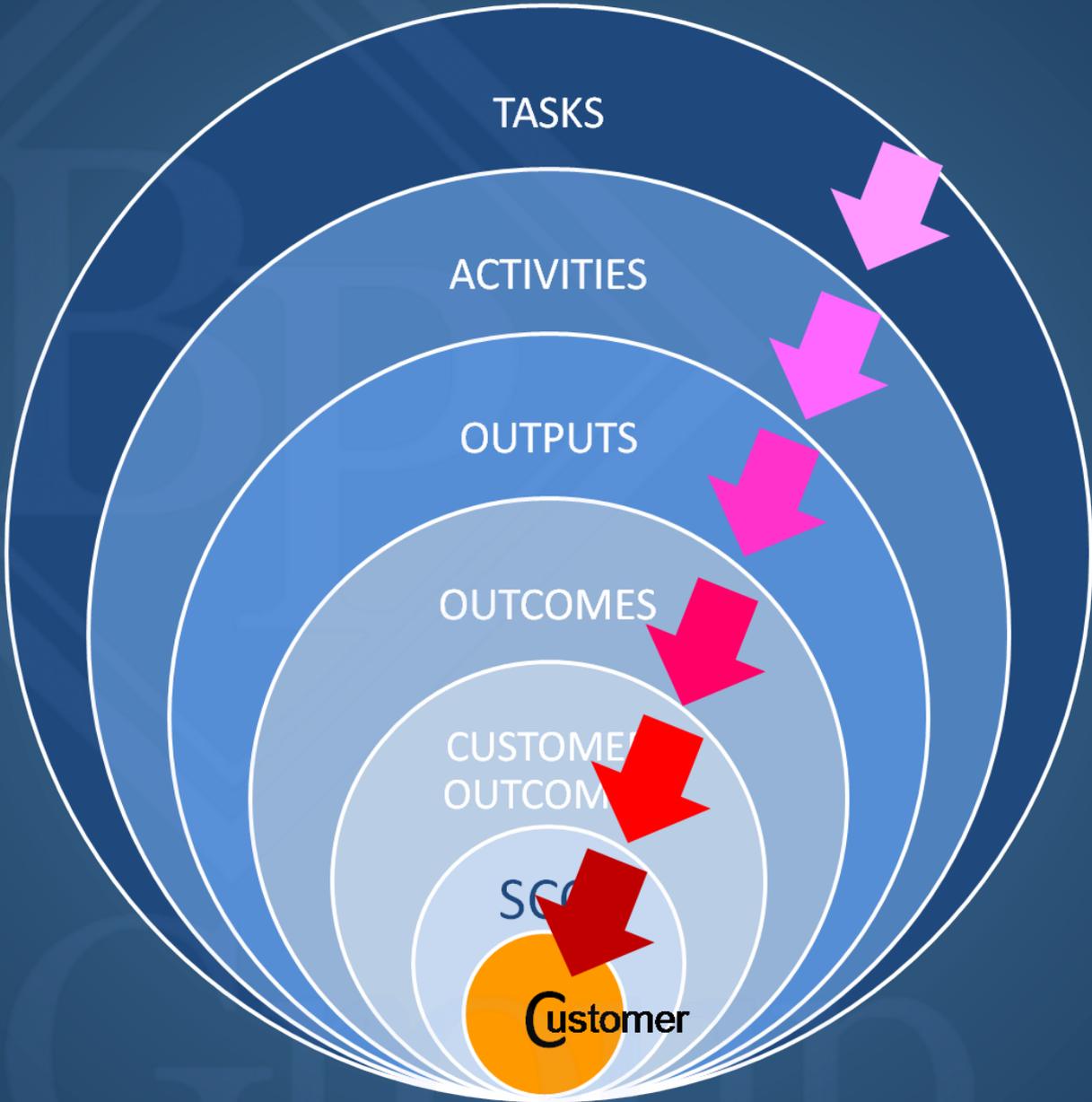
**IMAGINE HOW DIFFERENT
THINGS WOULD BE IF WE
COULD ORGANIZE OUR
SELVES AND OUR
PROCESSES AROUND
CUSTOMER SUCCESS**

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**IMAGINE A WORLD
WHERE ALL TASKS AND
ACTIVITIES WERE
ALIGNED TOWARDS TO
CUSTOMERS**

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**IT'S NOT ABOUT A MASS
RESTRUCTURE,
IT'S ABOUT A
MASS
MINDSET
CHANGE**



WELCOME TO A WORLD

**WITH A NEW
FOCUS**

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WELCOME TO

WITH



WELCOME TO A WORLD

**WHERE WE CAN REDUCE
COSTS BY UP TO 80%
WITHOUT A FOCUS ON
COST CUTTING**

WELCOME TO A WORLD

WHERE WE CAN REDUCE

CO₂ EMISSIONS BY 100%

WHILE MAINTAINING



WELCOME TO A WORLD

WHERE WE DON'T

JUST DO 'THINGS'

BETTER, WE DO THE

BETTER THINGS



WELCOME TO A NEW

CONNECTION

WELCOME TO A WORLD

**WITHOUT
CONSTRAINTS**

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REVENUE

From this

COST

SERVICE

REVENUE

COST

SERVICE

To this

SIMULTANEOUSLY

YEP, THAT'S RIGHT

**POSITIVELY EFFECT REVENUE,
COST & CUSTOMER EXPERIENCE
ALL AT THE SAME TIME**

THAT'S CALLED WINNING THE TRIPLE CROWN

SIMULTANEOUSLY



YEP, THE RIGHT

POSITIVELY DEVELOP
CO... 'E

THAT'S CALLED WINNING THE TRIPLE CROWN

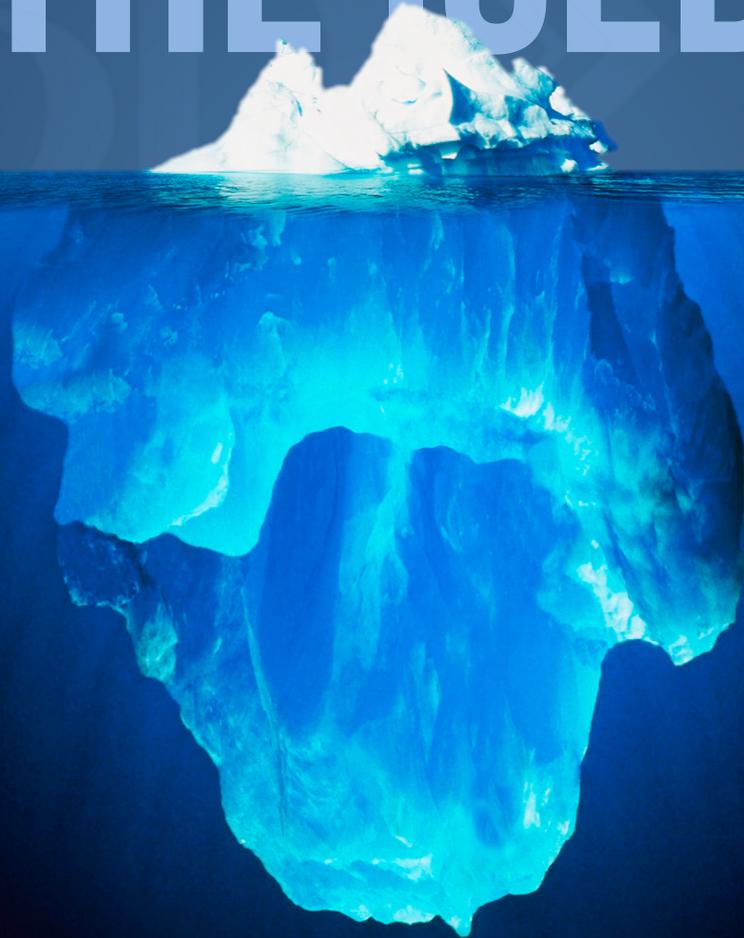
**THINK IT CANT BE
DONE?**

**LET US PROVE
IT TO YOU**

**IF THIS SMALL PART
OF WHAT WE DO
HAS MADE YOU THINK
DIFFERENTLY**

**JUST IMAGINE WHAT THE
BP GROUP WILL ACHIEVE**

THIS IS JUST THE TIP
OF THE ICEBERG





*Even if you think you understand
process you haven't experienced it
like this before!*



DIRECTOR OF PROCESS, TATA



*It was one of the most valuable
and enjoyable sessions I have
attended!*



SVP, PROCESS, CITIBANK



*The best training I
have ever received*



Bank of America



**SVP, PROCESS DESIGN,
BANK OF AMERICA**

After working with us...

**YOU WILL NEVER
THINK ABOUT
PROCESS IN THE
SAME WAY AGAIN**

After working with us...



YOU WILL NEVER

THE SAME WAY AGAIN

**21ST CENTURY
PROCESS IS ABOUT
FLEXIBILITY
& CUSTOMER FOCUS**

21ST CENTURY
PROCESS IS
ABOUT INNOVATING
AT THE CUSTOMER
EXPERIENCE

**21ST CENTURY
PROCESS IS
CUSTOMER
EXPERIENCE**

ARE YOU

READY?

BP Group

FOR TRAINING & CONSULTANCY



BP Group

CONTACT

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