



We've always
done it
that way.

Reviewing, optimising and documenting
processes.

Head Office: 17 Stephenson Court, Fraser Road,
Bedford, Bedfordshire, MK44 3WJ

Stafford: Lodge 17, Dunston Business Village, Stafford
Road, Penkridge, ST18 9AB

Tel: +44 (0) 1234 831000

Email: info@intermedia-global.com





Something just isn't working.

Have you ever stopped to think if your processes are efficient or do you just carry on doing them? Do you ever think you could do things so much smarter than you do currently? Do you even have processes documented to ask those questions?

If the answer is no, you would probably benefit from process improvement. But even if you answered yes, process improvement is an infinite loop of marginal gains where any process can be optimised according to business desire.

A poor business process can cost your business time and money, it can even cost you major talent. But pinpointing exactly where a process breaks down and where it can be improved isn't an exact science, but there are plenty of process improvement techniques that, coupled with some vast marketing experience, can be utilised to maximise the efficiency in your business.

What is process improvement?

Process improvement put simply, is the practice of identifying, analysing and improving existing business processes to optimise performance, meet best practice standards or simply improve quality and the user experience for customers, staff or end-users.

Process improvement can have several different names such as business process management (BPM), business process improvement (BPI), business process re-engineering (BPR), continual improvement process (CIP), to name a few. Regardless of the name, they all pursue the same goal:

**to minimise errors,
reduce waste,
improve productivity
and streamline
efficiency.**

What's important to note, that if you've got this far, is that no matter which name you engage with, you're likely to see benefit from venturing

into process improvement. However it is also really important that you engage with a person, colleague, department, consultant or consultancy that have experience in process improvement as there are many improvement techniques, qualifications and specialisms that may or may not be right for your business.

There's more than one methodology?

There are several different methodologies designed to help your organisation tackle process improvement. Each aims to help your business identify process issues, fix them and analyse the success or failure of those changes.

But, despite that common goal, each methodology suits a different need. Some frameworks focus on lean process improvement techniques; others focus on getting your company culture in the right place for process improvement. There are also methodologies that help companies visually map out process workflows.

Six Sigma: Six Sigma is a popular process improvement methodology that pulls workers up through ranks classified using karate belts. You start as a green belt and learn your way up to a black belt. Six Sigma involves two ways to break down process improvement through specific steps. These steps include define, measure, analyze, improve and control (DMAIC).

Total Quality Management: Total quality management (TQM) is a customer-focused method that involves continuous improvement over time. This technique is often used in supply chain management and customer satisfaction projects. TQM relies heavily on data-driven decisions and performance metrics.

Kaizen: The Japanese philosophy of kaizen guides the continuous improvement model. Kaizen was born from the idea that life should be continuously improved so we can lead more satisfying and fulfilling lives. This same concept can be applied to business—because as long as you are continuously improving, your business can become more successful.

Plan Do Check Act: The PDCA cycle is an interactive form of problem solving. It's used to improve processes and implement change. PDCA was created by Walter Shewhart when he applied the scientific method to economic quality control.

Those are just some of the methodologies available and within each of them are multiple tools and techniques that each specialist will use to review and identify problems in your business processes.

Let the robot's do it.

Because one of the easiest ways to improve processes is to eliminate manual work and reduce human error, automation plays a significant role in process improvement. Process automation using martech tools, that you might even have available inside your business, helps organisations understand where they need to improve and what is working as it should.

Robotic process automation (RPA) is a hot topic in automation and businesses have embraced the practice to streamline processes. It allows organisations to automate human actions for tasks or steps involved in complex processes. Automation occurs through a string of rules and triggers that eliminate the need for manual effort in specific parts of the process and allow the RPA to do what a human previously had to do.

Sounds fancy? The martech you already have in your organisation will likely pick up a lot of your human process if you review and optimise your processes and technology correctly. As a department leader, one of the most valuable things you can bring to your team are clearer processes and better workflows.

When used effectively, process improvement increases your team's productivity and decreases inefficiencies.



It's more than just process.

There will be many different reasons people are looking to optimise processes, usually reduction of manual resource or speed up of campaign production, but there are many benefits beyond your primary reason.

Greater employee engagement

Employees who experience higher job satisfaction levels and are more engaged with your company can be powerful agents for change and improvement. Process improvement gives staff the basis they need to solve the problems they encounter in their work themselves. This not only improves efficiency, but also sends the signal to your staff that you appreciate and value them and their vision.

Reduced staff turnover Satisfied, engaged employees are often more loyal. That's why process improvement is a great way to help reduce staff turnover. Which is great news because high staff turnover is detrimental to your company's operational continuity. Reducing it helps cut the amount of time and money you need to invest in recruitment, selection, onboarding, and retraining.

Improved customer service Process improvement creates a framework that gives you better insights into your customers' needs and requirements. What are your customers looking for? What problems are they encountering? And which products or services create the most value for your customers? Armed with the answers to these

questions, you can anticipate customers' needs and requirements more quickly and accurately.

Higher-quality products & services

Because process improvement focuses on making incremental improvements to your processes, it also boosts your products and services' market value. By making your processes more efficient and reducing waste, you'll also increase your profit margins!

Higher productivity Eliminating waste makes your processes more efficient as a whole and reduces throughput times. In other words, you can do more in less time and your productivity increases.

Faster delivery If you're producing more campaigns faster, then your time to market is shorter. This gives you a competitive edge over your competitors who take longer to get their products to market.

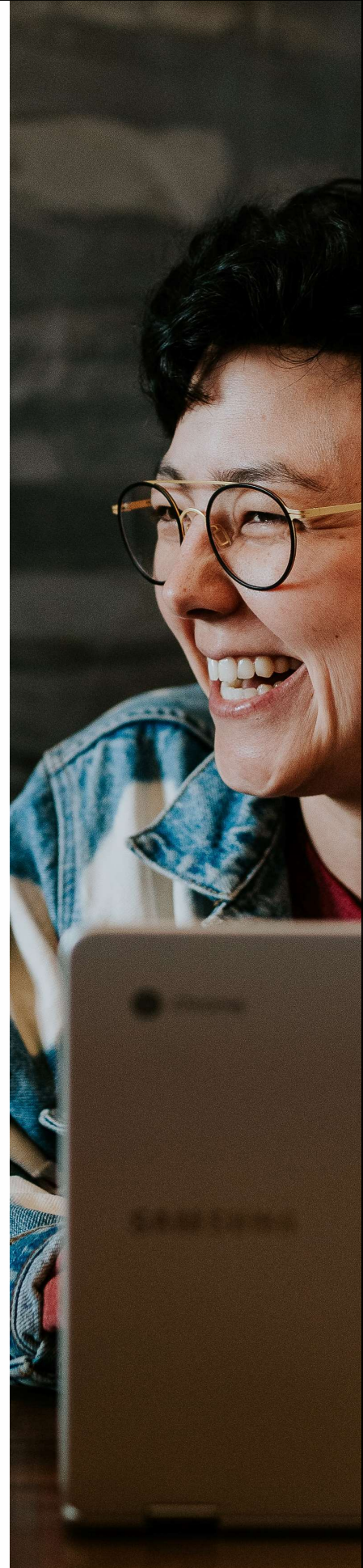
Lower error ratio Your error rate will also start to decline as you continue to improve your processes. Quality levels will increase significantly, which is good for your reputation and positioning.

Greater focus on innovation In the current economic climate, change is the only constant. Process improvement reduces waste and frees up your time which allows you to focus on what matters. Vital for any company looking to remain relevant in the future!

In conclusion.

In an ever-increasing data lead digital world, those who have efficient processes using rationalized technology aligned to their strategy are the ones who will win.

1. Understand why you need improvement
2. Find a specialist who can help you
3. Agree on the methodology
4. Create a plan of desired outcomes
5. Measure the success
6. Communicate your progress
7. Never stop improving



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